

Outdoor Preview 2026

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B&B Italia Indoor Range extensions

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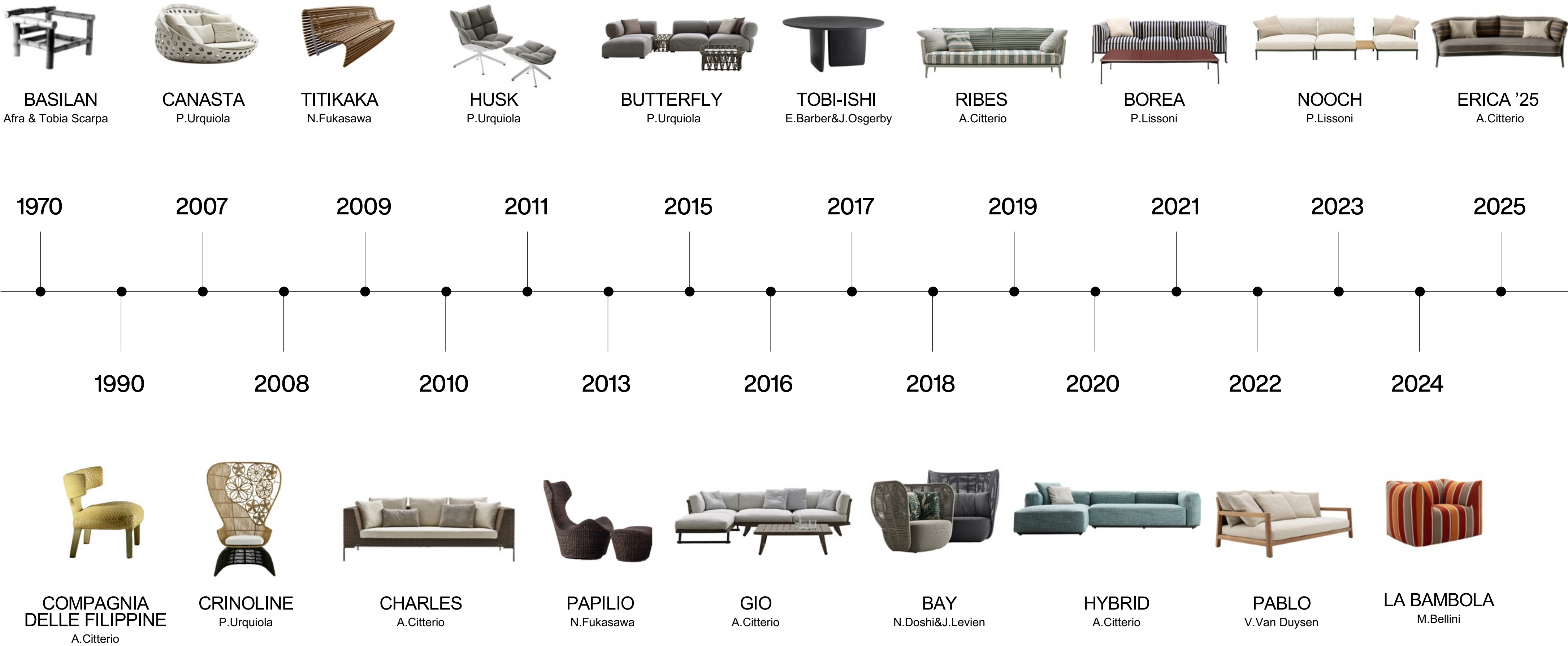
Marketing & Communication

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Outdoor Collection

Trend and key highlights

Product Milestones



WW Families by Category

Ranking YTD Aug. 2025

SOFAS 17 FAMILIES



ERICA '25 A.Citterio, 2025
#1 CATEGORY BEST SELLER

- RIBES A.Citterio, 2019
- BOREA P.Lissoni, 2021
- HYBRID A.Citterio, 2020
- CANASTA '13 P.Urquiola, 2013
- PABLO V. Van Duysen, 2022
- BUTTERFLY P.Urquiola, 2015
- NOOCH P.Lissoni, 2023
- ERICA A.Citterio, 2017
- ERICA '19 A.Citterio, 2019
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- RAY NATURAL A.Citterio, 2017
- RAY FABRIC A.Citterio, 2017
- FAT-SOFA P.Urquiola, 2015
- SOFTCAGE M.Bellini, 2024
- CHARLES A.Citterio, 2010

ARMCHAIRS 20 FAMILIES



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CHAIRS 11 FAMILIES



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- HUSK P.Urquiola, 2011
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TABLES 12 FAMILIES



ALLURE O' M.Armani, 2023
#1 CATEGORY BEST SELLER

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SMALL TABLES 15 FAMILIES



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COMPLEMENTS 10 FAMILIES



TWIST CR&S, 2018
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- FRANK A.Citterio, 2019
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- MIRTO A.Citterio, 2015
- HOSPES CR&S, 2020
- TESA O' M.Armani, 2024
- PIET CR&S, 2021
- GIO A.Citterio, 2016

SUNBEDS 5 FAMILIES



MIRTO A.Citterio, 2013
#1 CATEGORY BEST SELLER

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SUNBEDS 5 FAMILIES



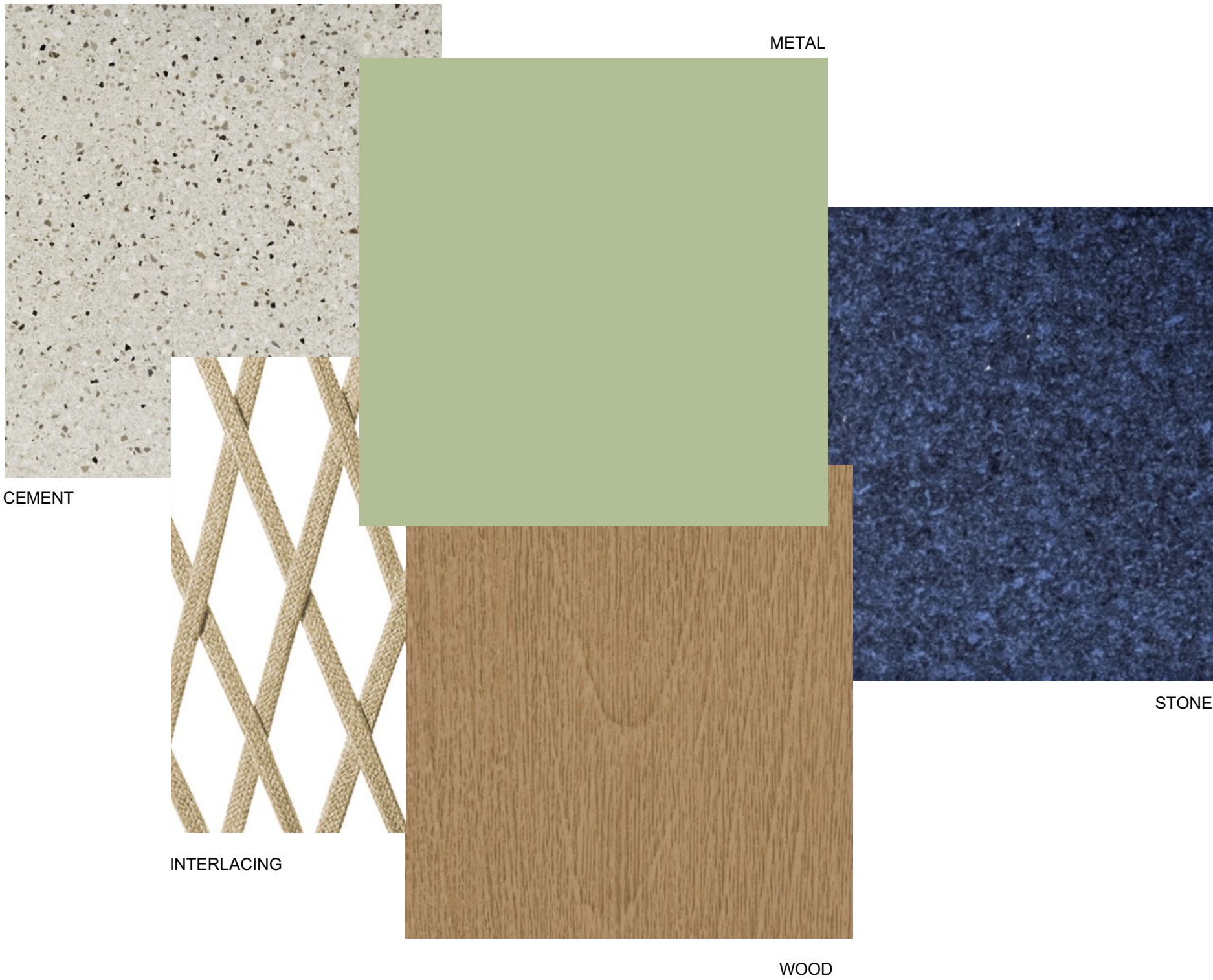
MIRTO A.Citterio, 2013
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- RAY FABRIC A.Citterio, 2017
- GIO A.Citterio, 2017

Materials

Finishes

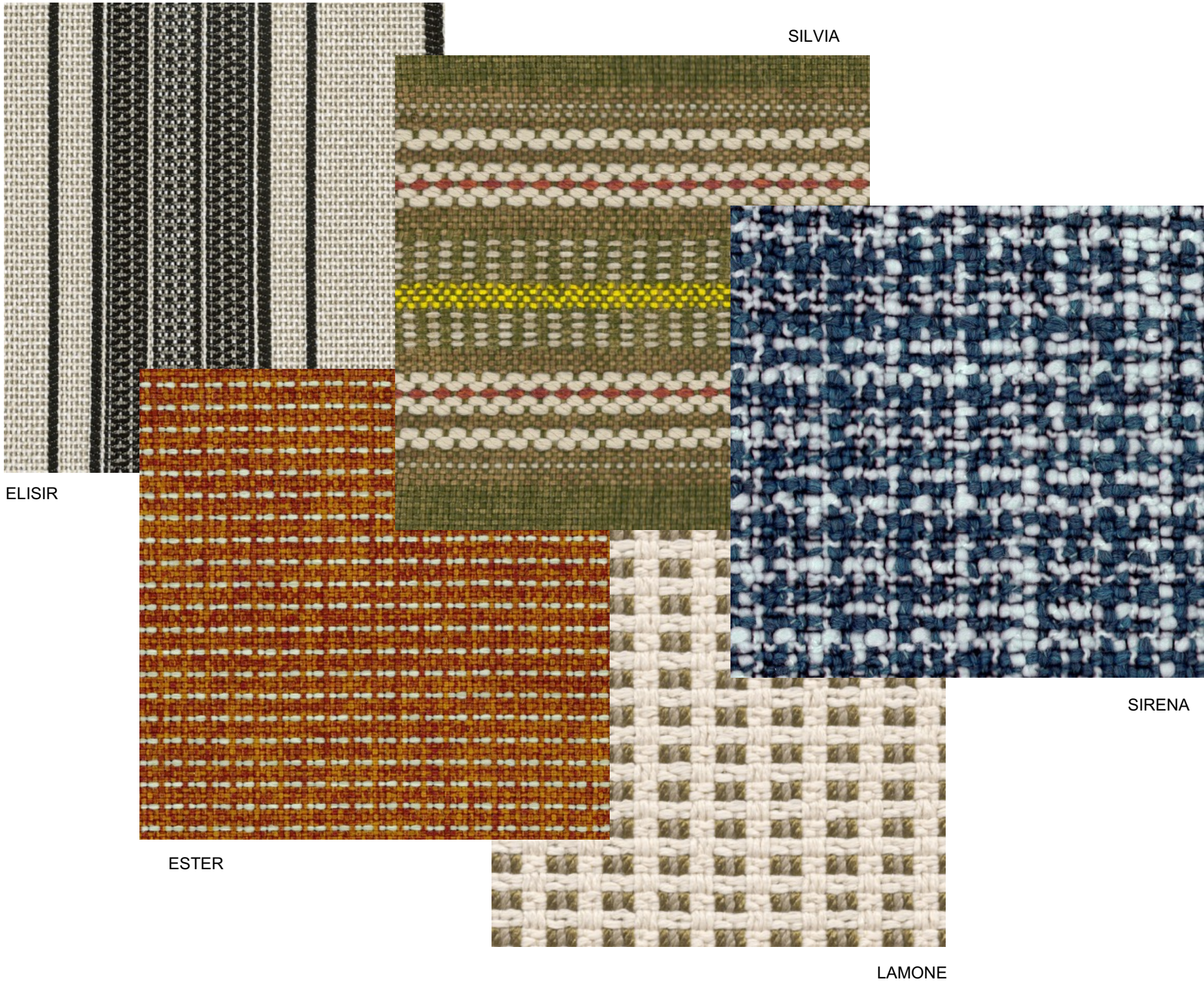
7 Material typolgies
134 Colours



- Interlacing**
39 colours
- Metal**
29 colours
- Cement**
8 colours
- Stoneware / Stone**
21 colours
- Wood**
2 teakwood colours
3 rattan colours
- Marble**
1 colour
- Other materials**
31 colours

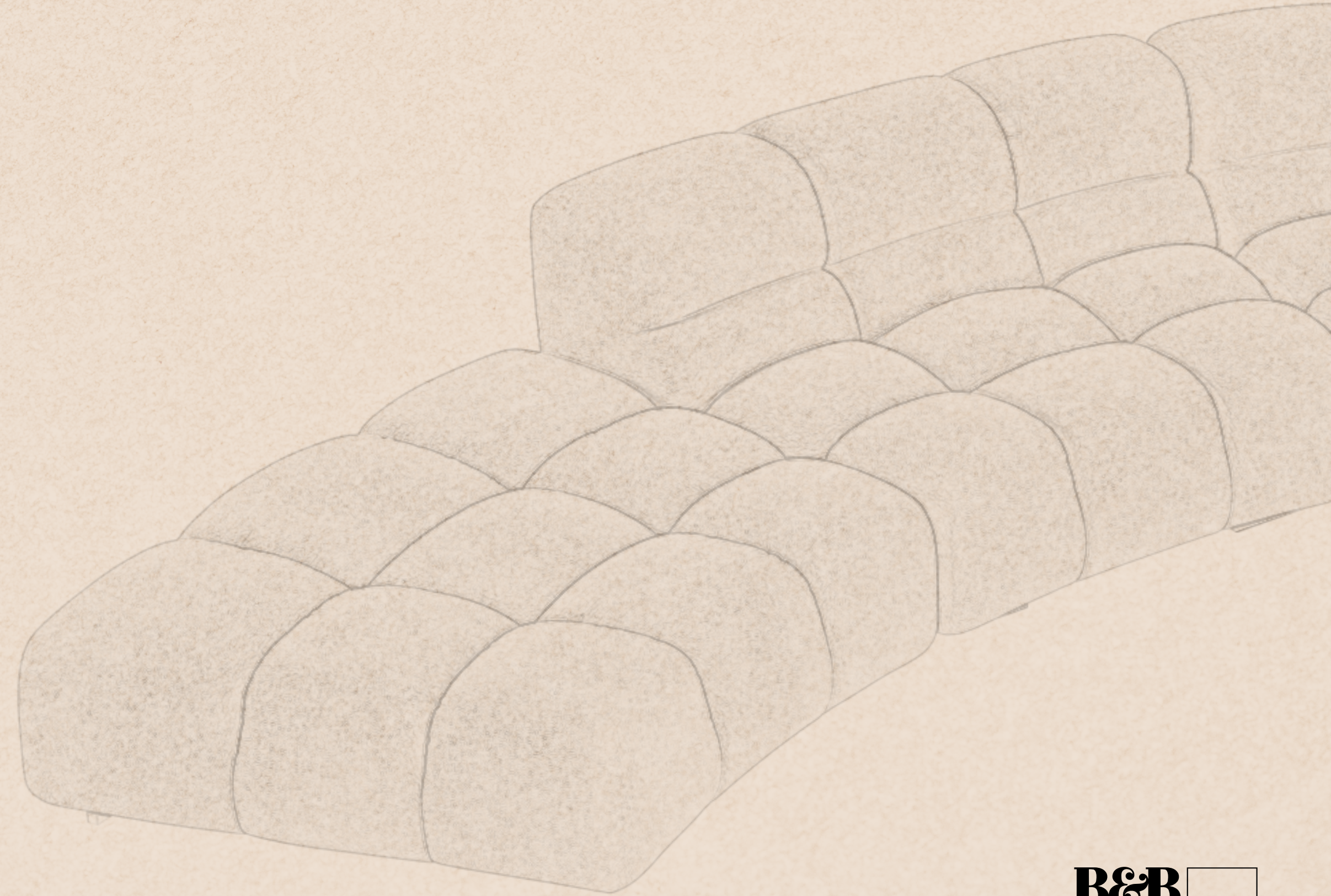
Fabrics

39 Cover typolgies
192 Colours



Tuffi- Time Outdoor

design
Patricia Urquiola



Patricia Urquiola



“ B&B Italia celebrates 20 years of Tufty-Time, a piece very dear to me. A new version designed with longevity in mind, a fundamental quality for a design approach that looks ahead, and which now also comes in an outdoor version ”

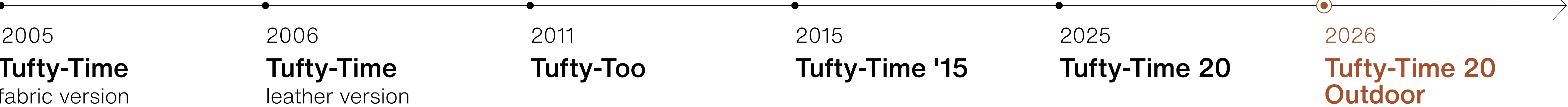
B&B Italia presents Tufty-Time 20 Outdoor, the new version of the celebrated modular system designed by Patricia Urquiola. After redefining the concept of domestic sociality, this iconic project now opens up to outdoor spaces, bringing outside the same design verve, comfort, and versatility that have defined its success from 2005 to the present day.

Tufty over Time

2005 – 2026

Since 2005, Tufty-Time has evolved through multiple iterations: Tufty-Time, Tufty-Time in leather version, Tufty-Too, Tufty-Time '15 and, lastly, Tufty-Time 20.

Now this iconic modular system steps into the Outdoor world, remaining true to its innovative spirit while offering its versatility, sustainability, and comfort in open-air spaces.



A refreshed design for new possibilities

Tufty-Time 20 Outdoor retains the modular approach that made the system unique, offering ten modules, including a new curved element designed for organic, convivial compositions. Whether for private residences or contract spaces, the new version invites a fluid outdoor lifestyle, encouraging interaction and sociability.



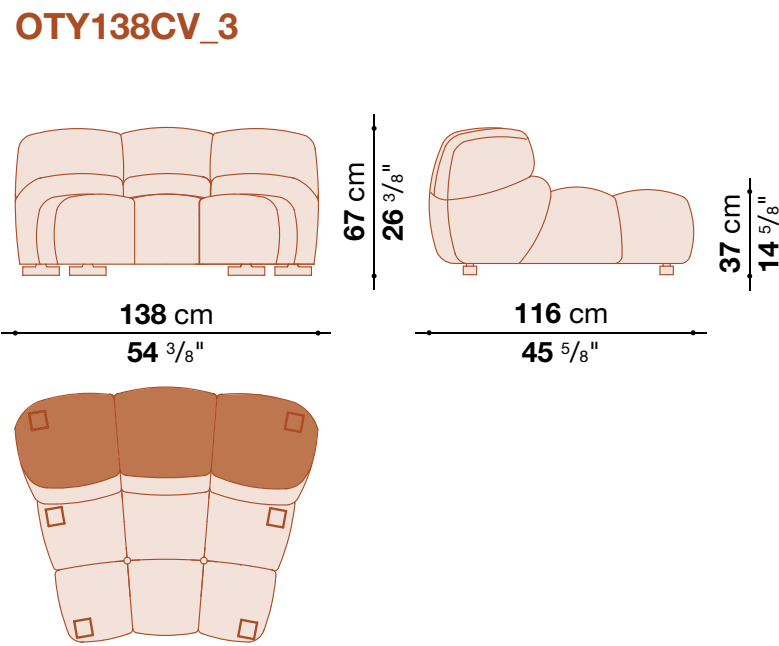




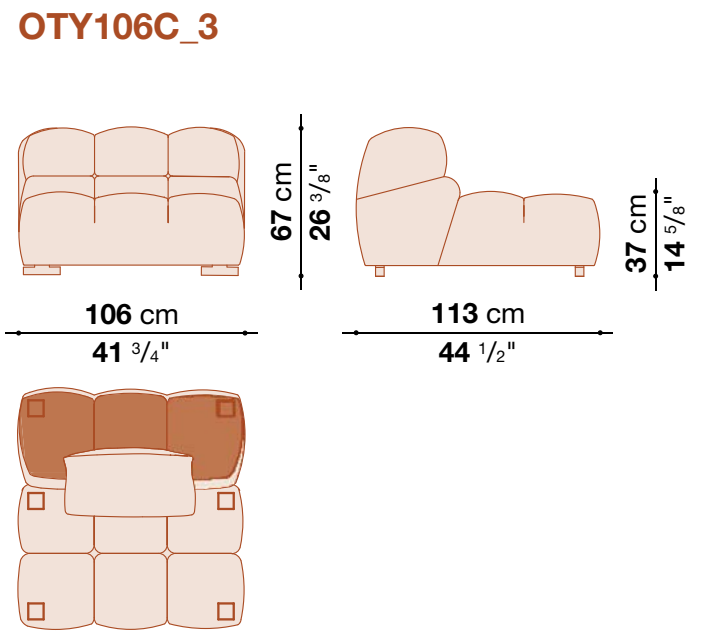




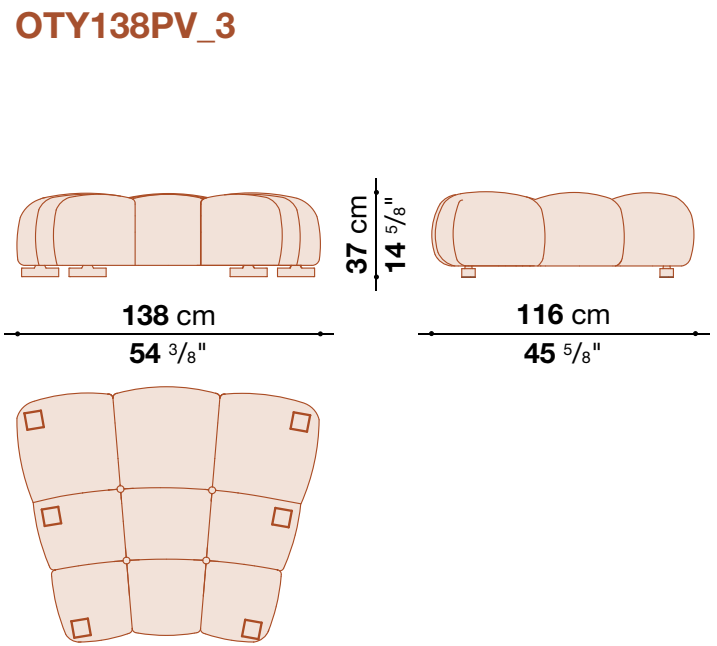
Central curved element



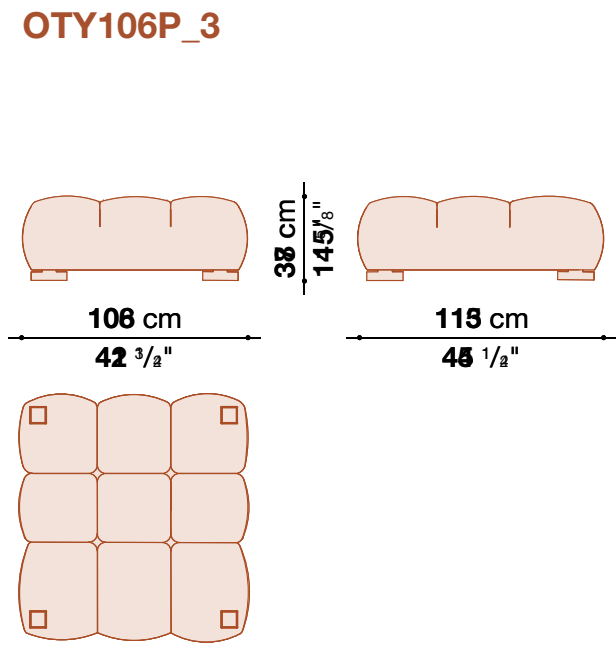
Central element



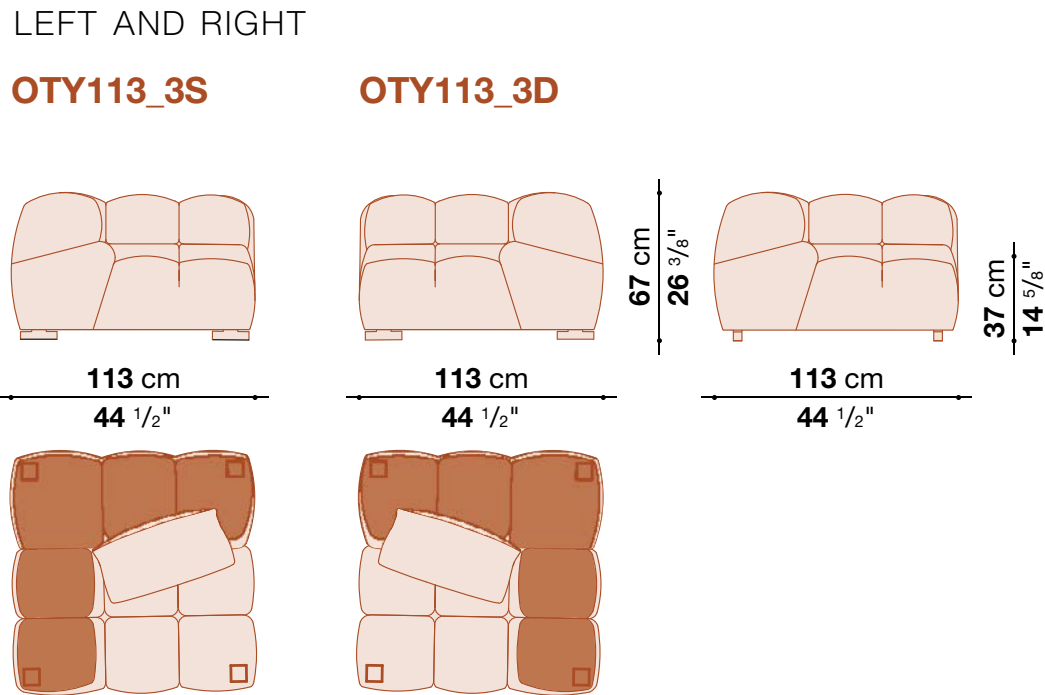
Curved ottoman



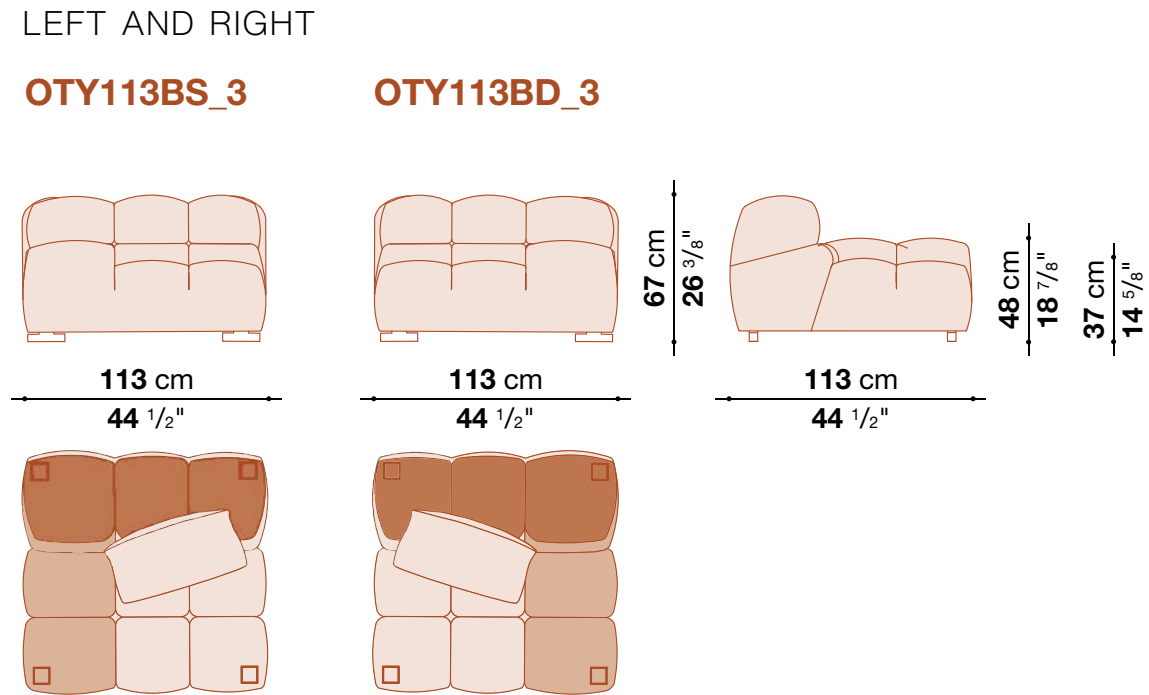
Ottoman



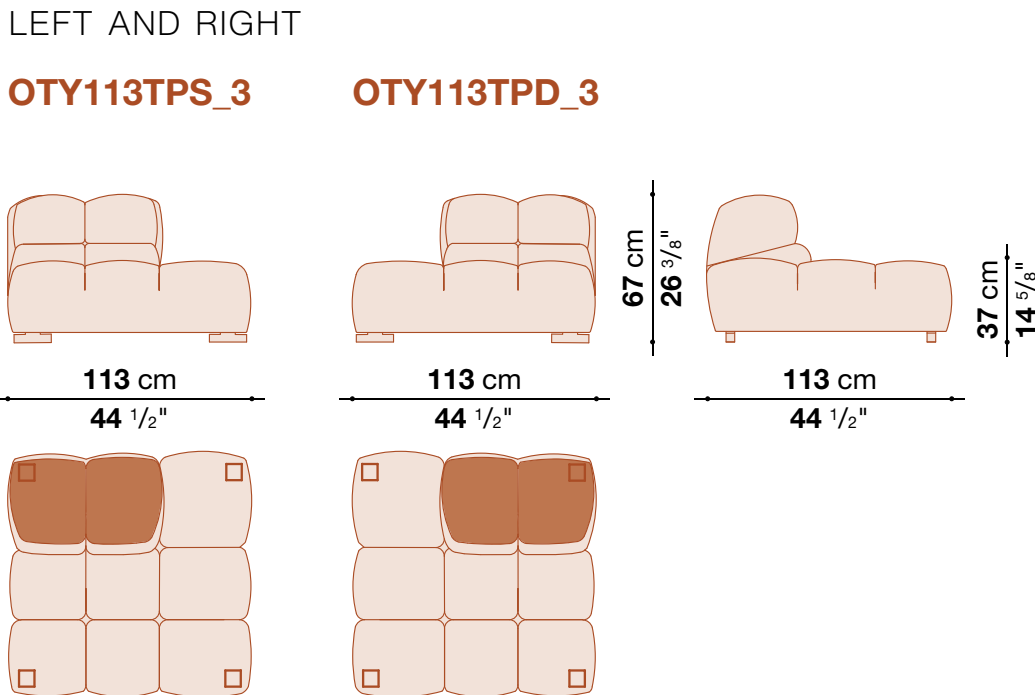
Corner element high armrests



Terminal element low armrests



Terminal ottoman element



Recyclability

The structure has been completely redesigned to withstand outdoor conditions and ensure maximum sustainability. The system is 100% disassemblable, allowing materials to be reused at the end of their lifecycle. The upholstery is made from outdoor fabric secured with drawstrings and Velcro; the padding is mechanically recyclable polyurethane, while the metal frame is shielded from corrosion through cataphoresis treatment.

100%
disassemblable

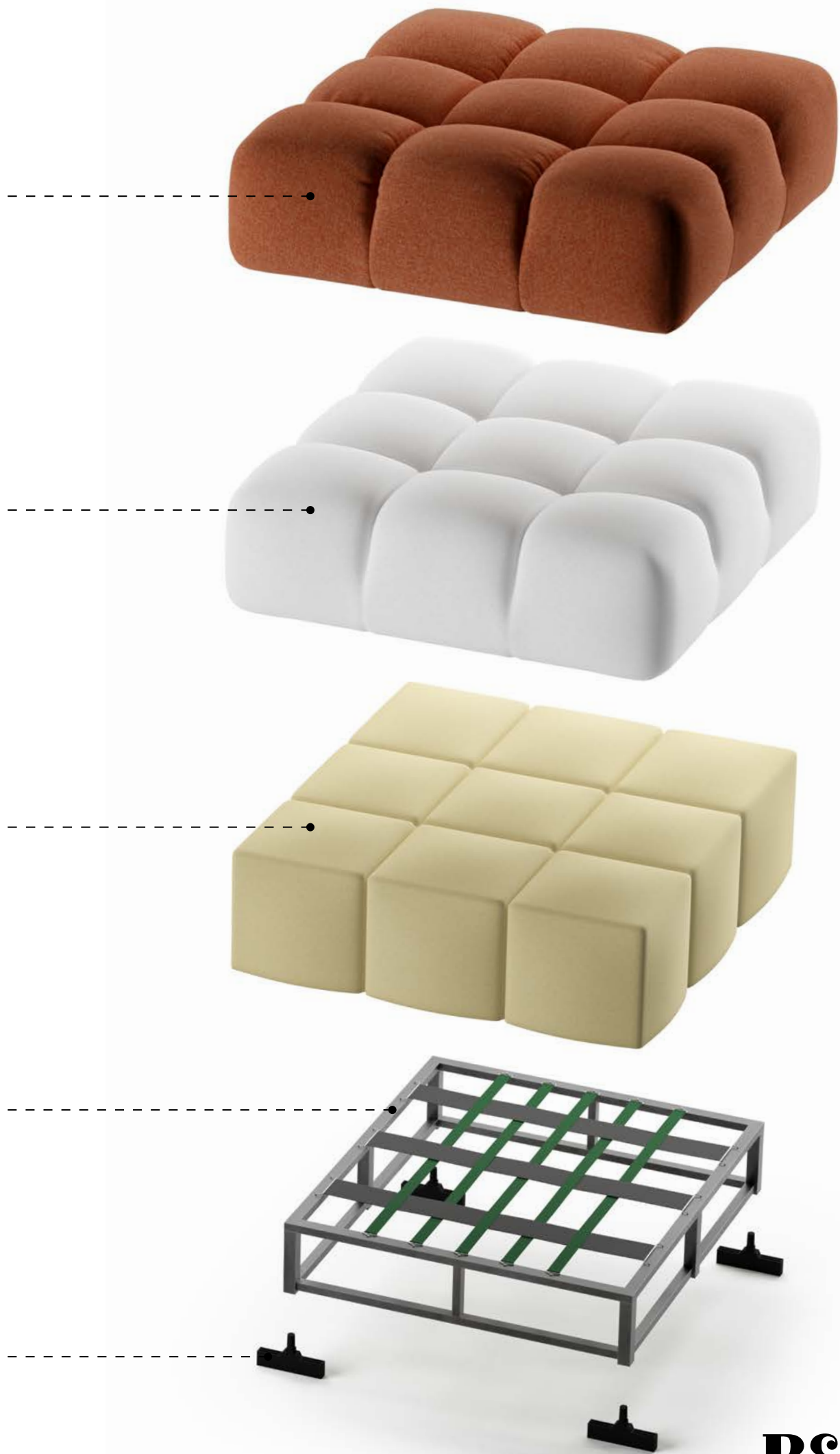
Outdoor fabric fixed to the product using tie rods and velcros

Product cover: 300 g recycled polyester blanket with waterproof liner and water waste ducts in the tufting areas

Polyurethane foam (100%, without inserts or other materials) mechanically recyclable by grinding

Metal frame protected from corrosion through cataphoresis treatment, with elastic straps suitable for outdoor environment. The frame is separated from polyurethane cushion, added after foaming process

Feet and other small parts in recycled plastic material suitable for outdoor environment



Enhanced comfort and innovative materials

The generous seating and the quality of the outdoor upholstery preserve the welcoming, comfortable spirit of Tufty-Time, now also available for covered outdoor areas such as verandas and roofed terraces. The project embodies the idea of continuity between indoors and outdoors, transferring to the open air the same craftsmanship, refined material selection, and ergonomic care that distinguish the indoor version. A system that combines iconic design, innovation, and environmental responsibility.

Composition

Tufty-Time 20 Outdoor

design Patricia Urquiola



Every single piece is equipped with a custom-made cover sheet.

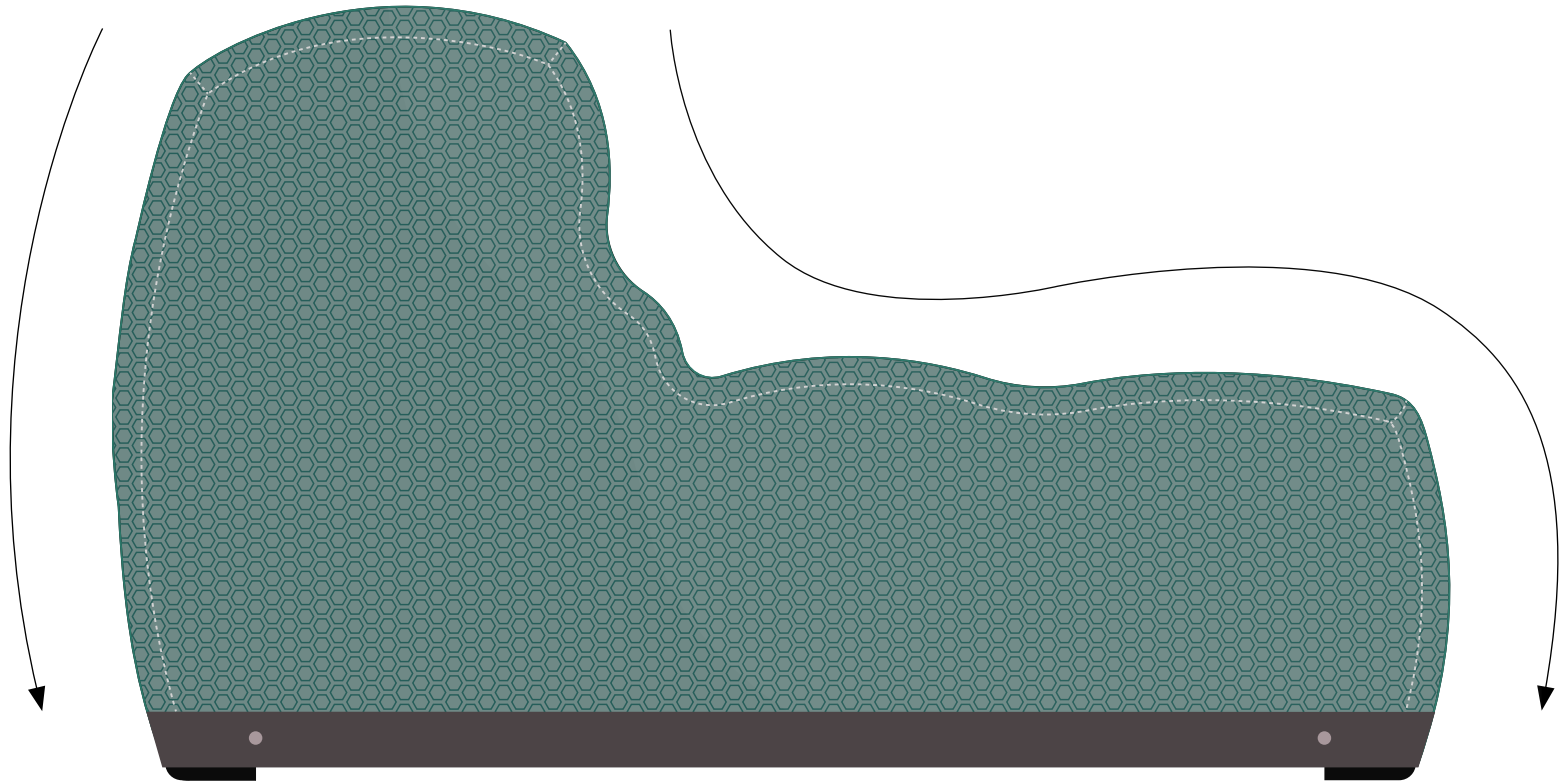
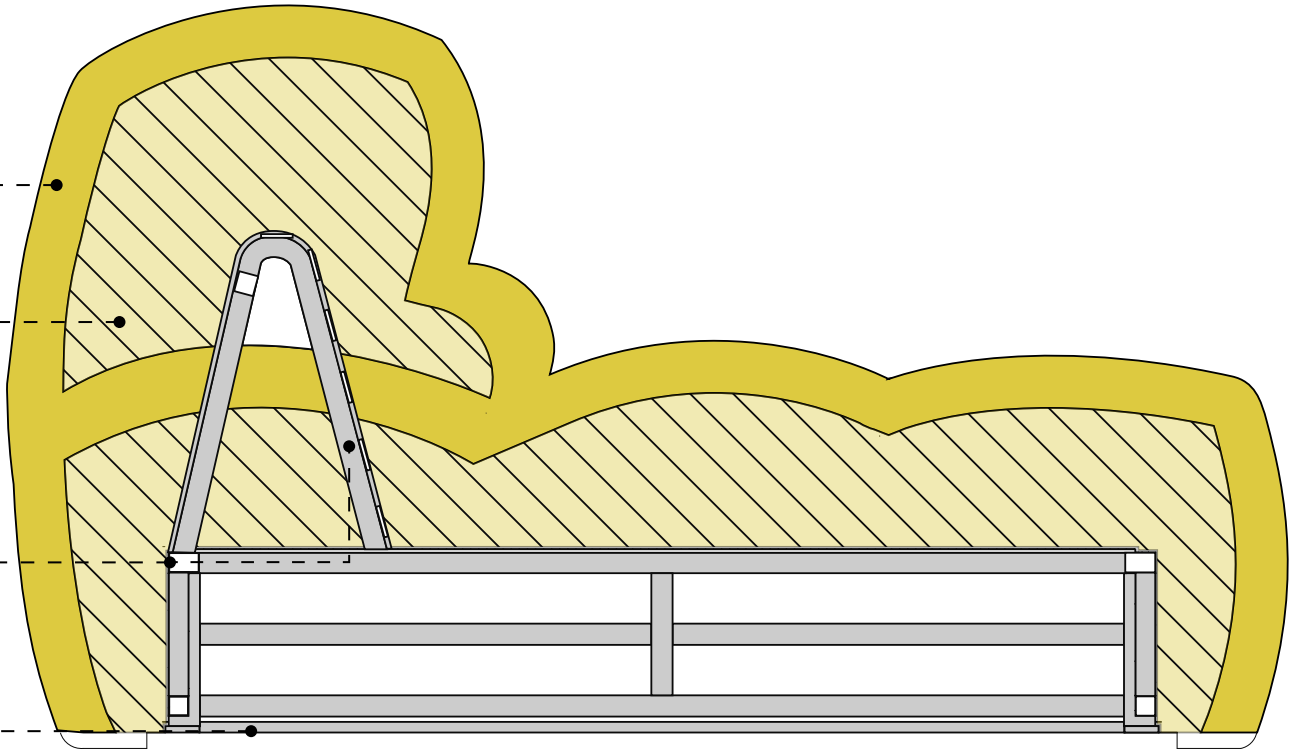
A-A SECTION

300 g recycled outdoor polyester blanket

Polyurethane foam

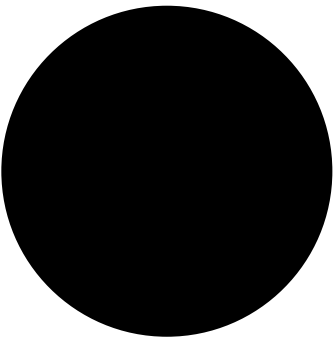
Metal frame + belts

Transpirant mesh



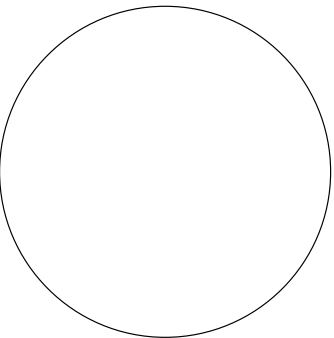
Finishes

Feet



0154N
black colour

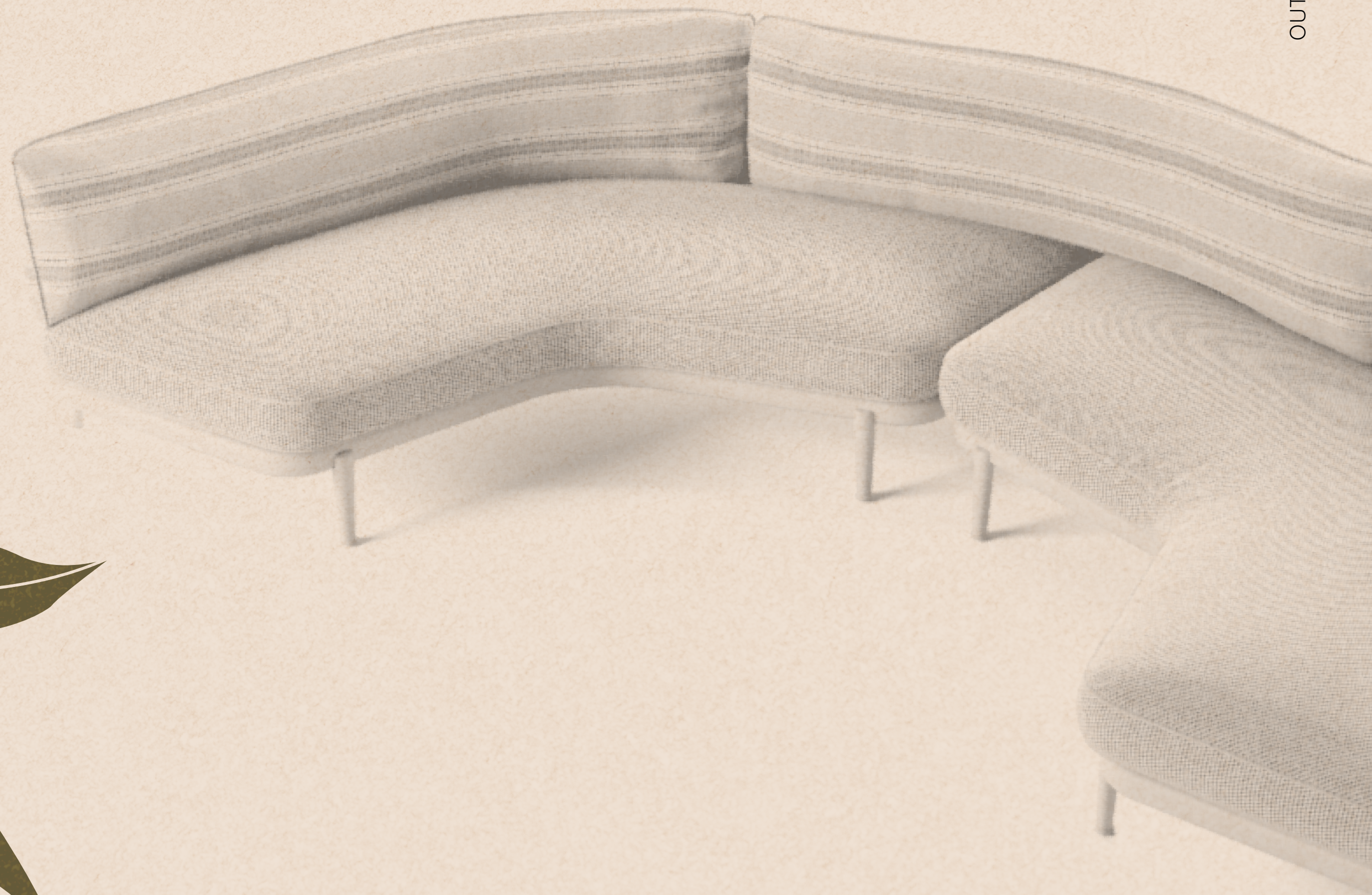
Cover



fabric

design
Antonio Citterio

Elica



OUTDOOR PREVIEW 2026

At the Origin

Erica was born in 2017 from a very specific idea by Antonio Citterio. A typical B&B Italia product where the project has innovation contents. The use of a flat weave like a belt that designs the external geometry. A mix of aluminium processing technology with die castings and extrusions.

Over the years, Erica has experienced a steady evolution confirming itself as a best-seller in the B&B Italia Outdoor collection, thanks also to the wide range of proposals and finishes that allow for the furnishing and expression of different outdoor worlds, from dining to poolside, from nautical settings to gardens, and even urban terraces.

A continuous evolution

For 2026, B&B Italia expands the Erica family with new designs by Antonio Citterio, confirming the success of a collection that has become a best-seller since its launch in 2017. The new range strengthens Erica's identity as a versatile and refined system, able to furnish a wide variety of outdoor spaces with coherence and comfort, from urban gardens to large hospitality areas.



Antonio Citterio



“ Within the newly extended Erica collection I tried to find all the solutions to the different typologies of use of outdoor furniture: from the terrace to the swimming pool, up to the garden, inside private residences, or hotels. Locations where the product has different shapes and configurations: different modular seating systems, seats with particular shapes, sunbeds, tables and coffee tables, new design pieces that make Erica become a large, complete collection. Now I've integrated it with decidedly cozy components: curved sofas that encourage conviviality and sofas with high backs and headrests designed for a more intimate and protective comfort, to find moments for yourself. ”

design
Antonio Citterio

Erica

News 2026

Linear sofa high backrest
Curved sofa high backrest
Hemicycle sofa
Small tables
Low tables

The 2026 collection marks a significant expansion, introducing linear and curved sofas with high backrests, designed to offer superior comfort and an even more inviting seat. Complementing the range is a sofa created by joining two curved elements — ideal for promoting sociability and conviviality thanks to its particularly embracing form. The offering is rounded off by a new series of tall side tables in various finishes, conceived to enrich outdoor furnishings with practical and elegant solutions.

Linear sofa
high backrest

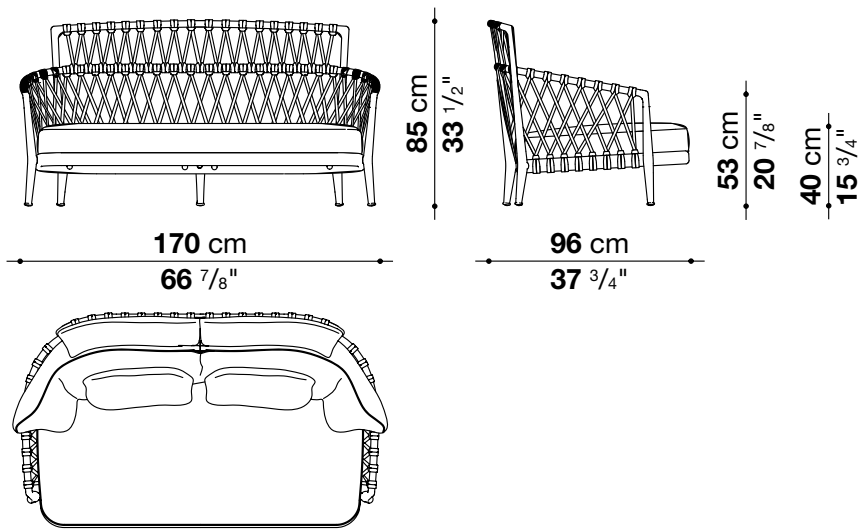




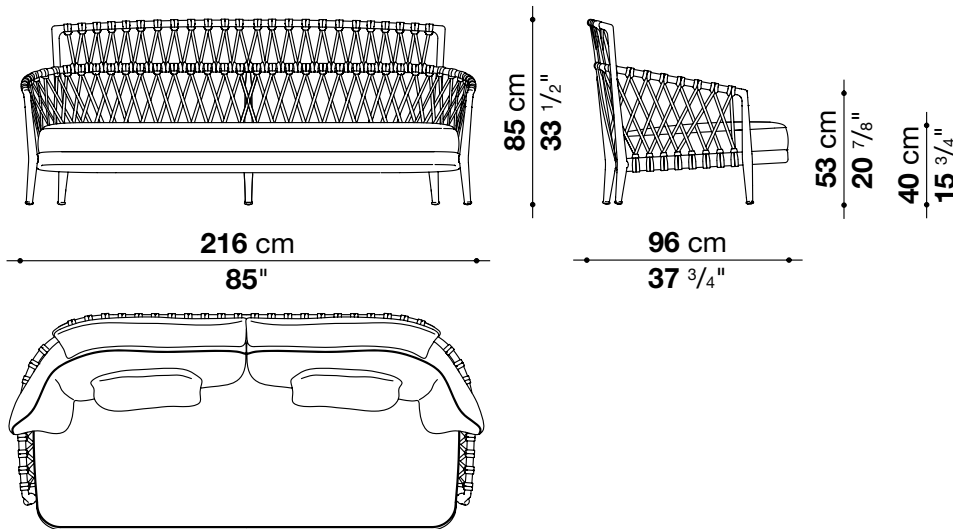
The Erica collection continues to evolve in response to contemporary outdoor living needs, while maintaining its distinctive aesthetic: an elegant weave that defines the aluminium frame and a soft, welcoming design.



9ER170A



9ER216A



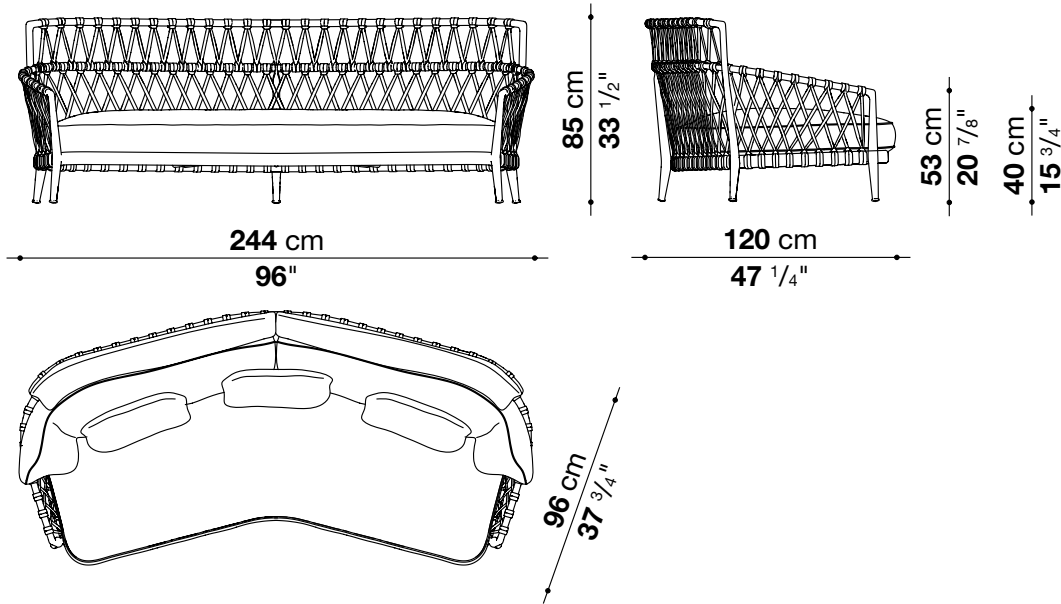
Curved sofa
high backrest





With these new additions, Erica becomes even more versatile, equally suited to residential settings and contract environments.

9ER244CA

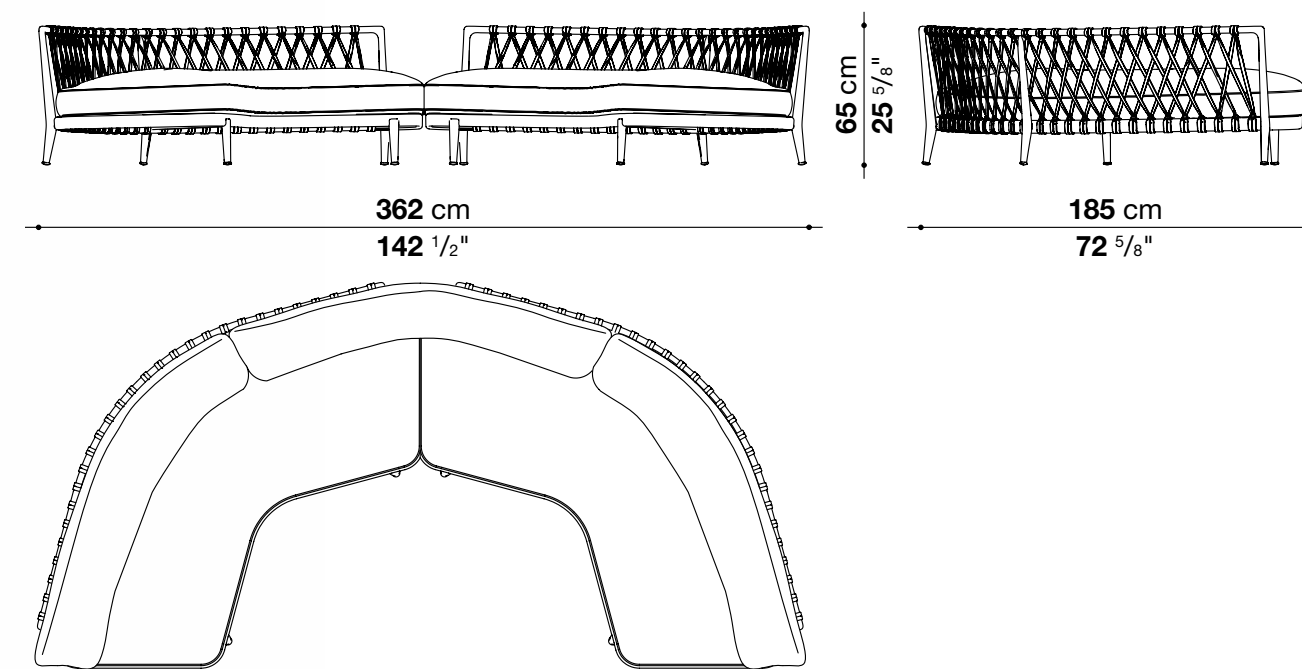


Hemicycle sofa

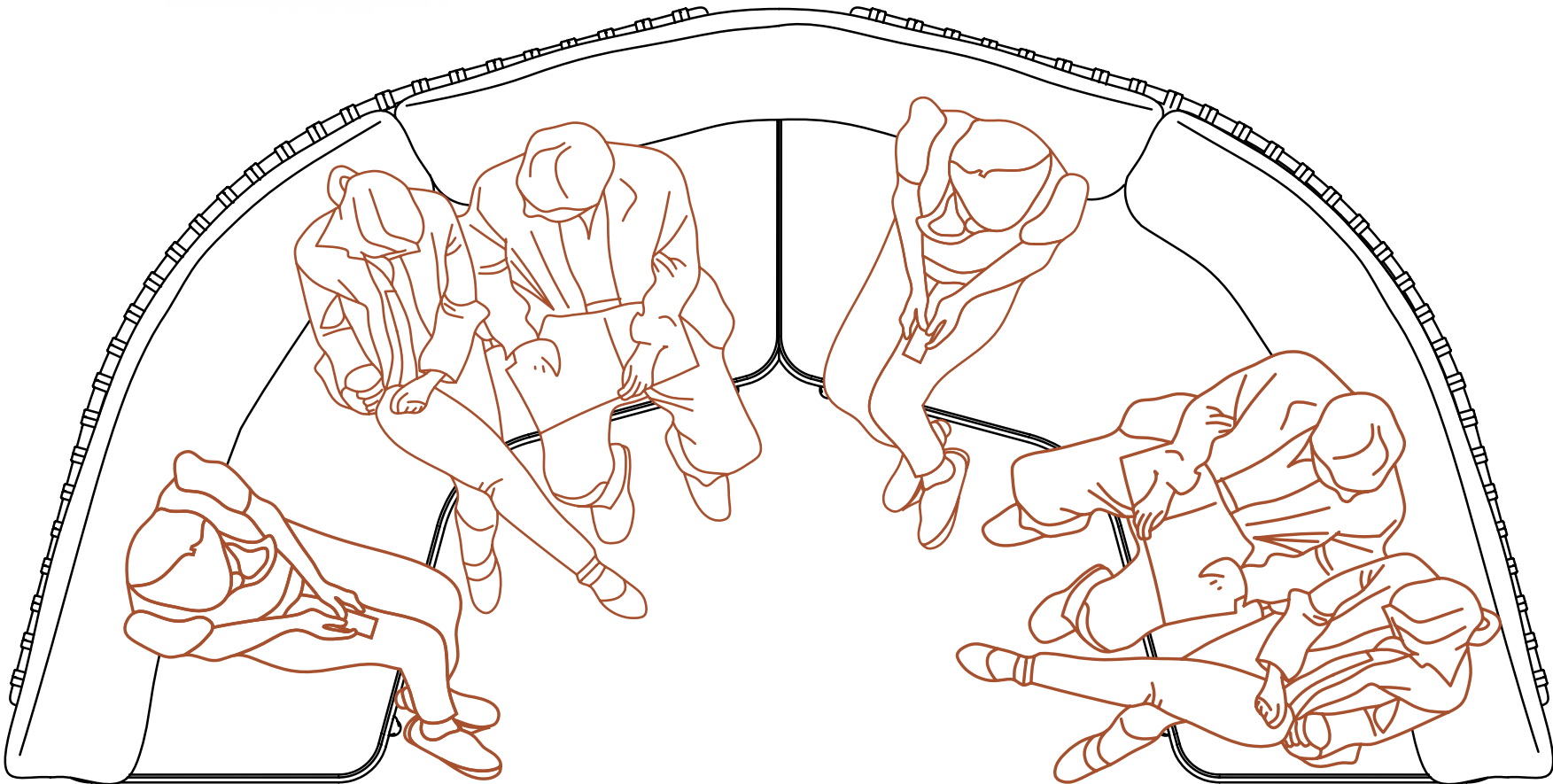




ER362C



The new range reinforces Erica's core values: comfort, ensured by generous seating and more enveloping backrests, and sociability, made possible by dynamic, convivial compositions. A project that evolves with coherence, bringing the refined design language of Antonio Citterio to every open-air space.

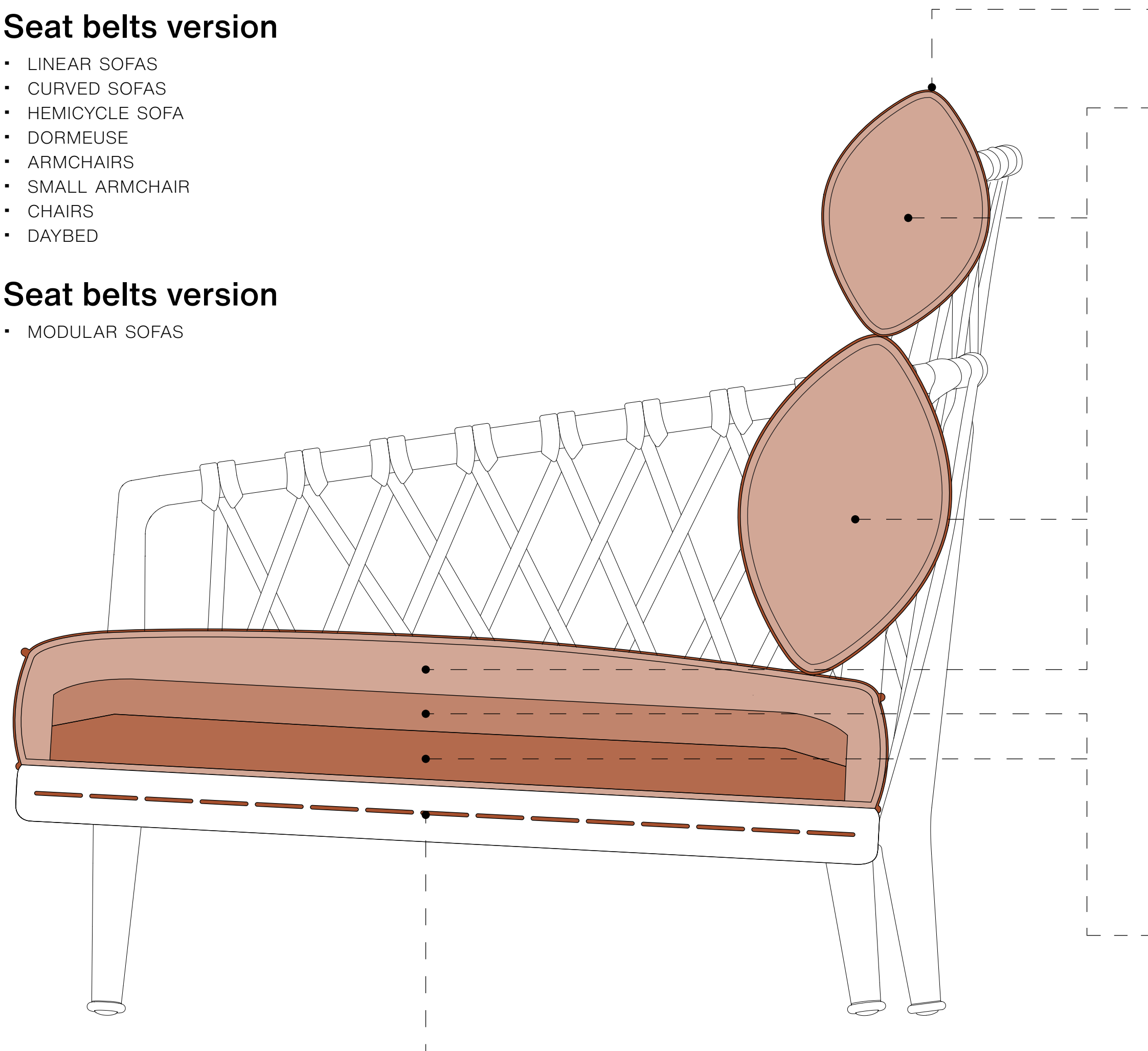


Seat belts version

- LINEAR SOFAS
- CURVED SOFAS
- HEMICYCLE SOFA
- DORMEUSE
- ARMCHAIRS
- SMALL ARMCHAIR
- CHAIRS
- DAYBED

Seat belts version

- MODULAR SOFAS



Waterproof polyester
canvas covering

100% recycled and biodegradable PET fibers

The fibres used in the Erica back and seat cushions brings a new approach to sustainability without compromising our industry-leading performance and comfort throughout the life cycle of the sofa.

This innovation lies within the makeup of the fibers. The filling fibres are made out of 100% recycled PET and break down at a highly accelerated rate in landfills, oceans and wastewater because they have been optimized to be more appetizing to the naturally occurring microbes in these specific environments. These microbes enable fibers to return to materials found in nature, leaving behind components like water, CO₂, methane, biomass and humus – a common, natural component of potting soil.

Polyurethane with different densities

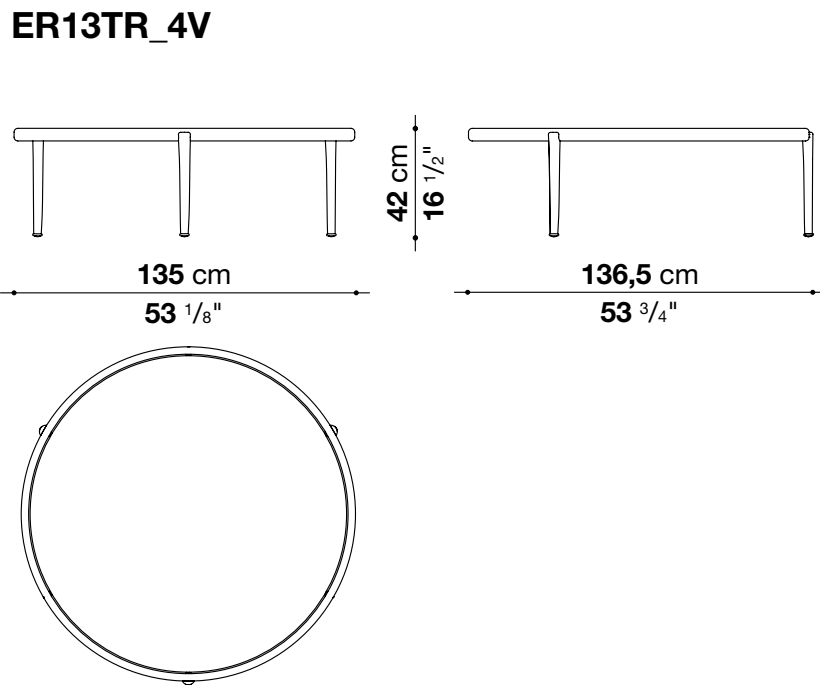
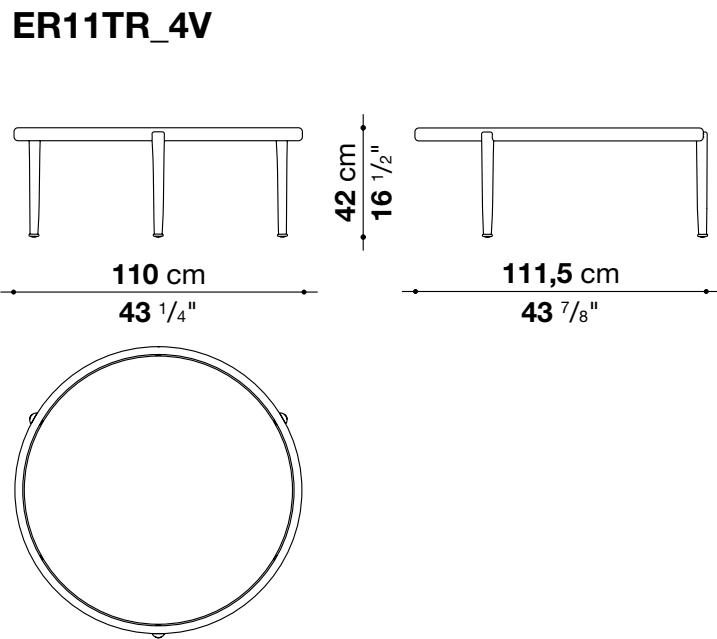
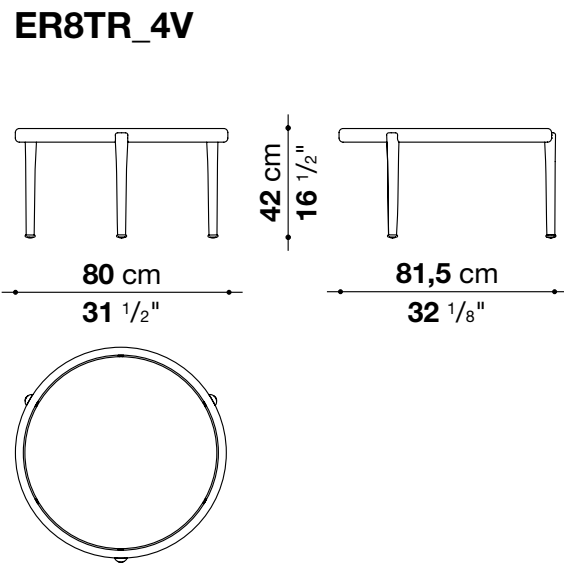
Seat belts
Slats (for modular sofa elements)

Small tables
Low tables

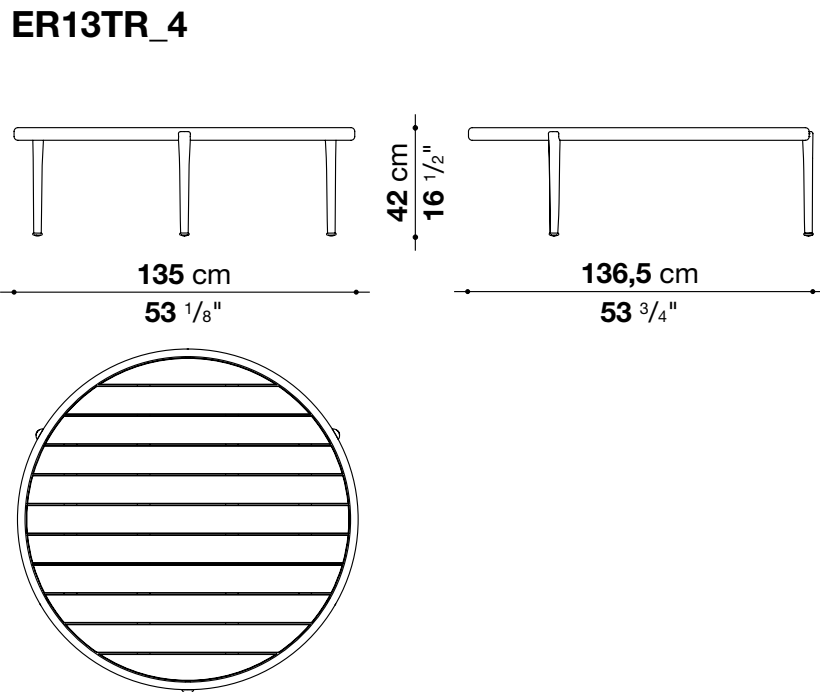
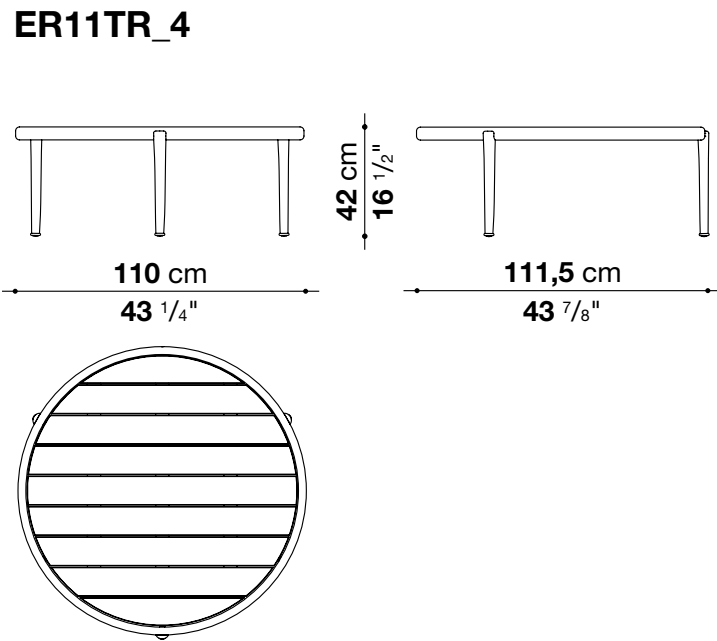
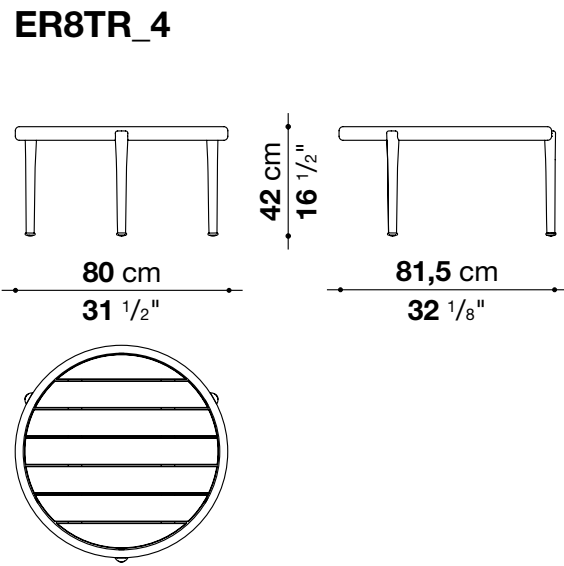




Small tables
glass top

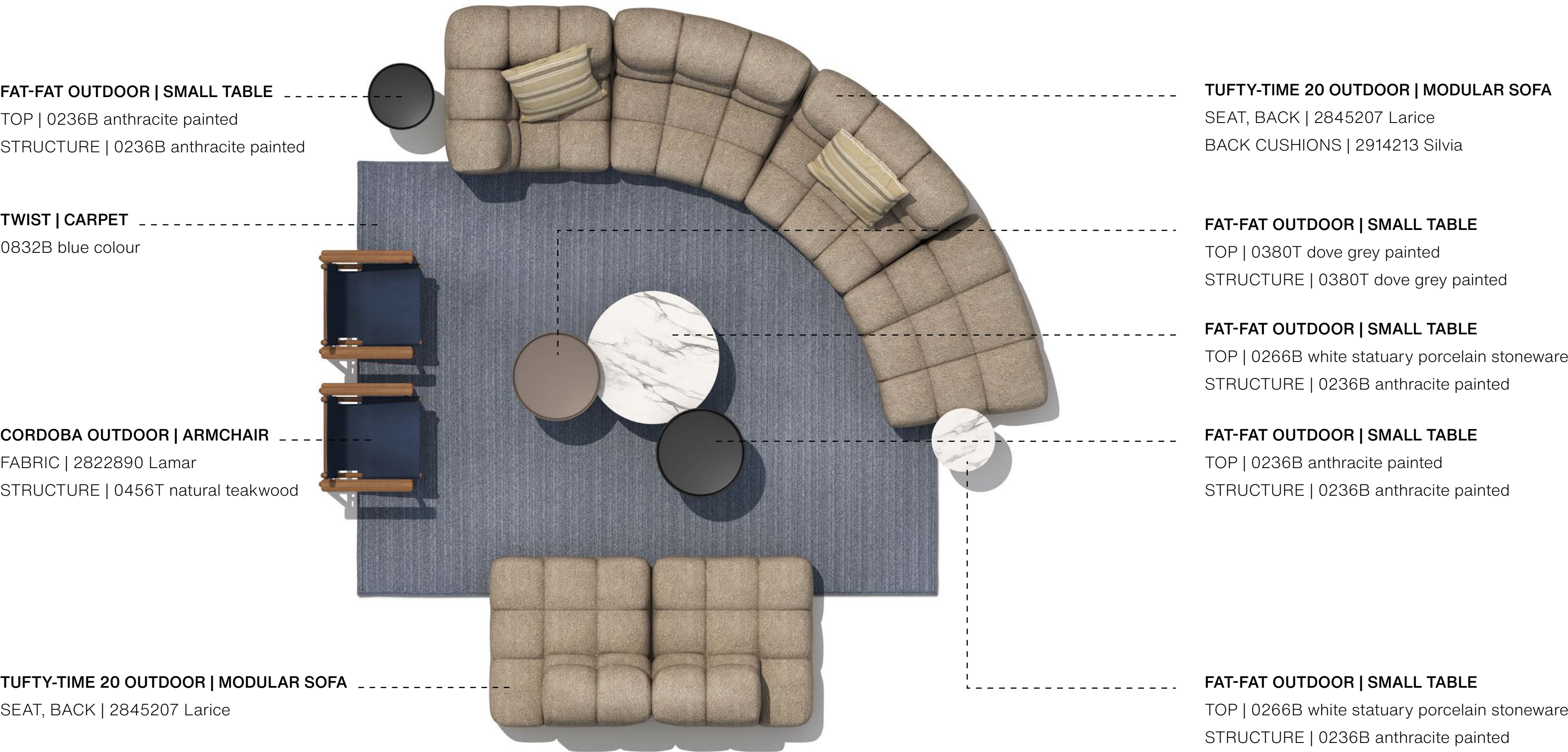


Small tables
teakwood top



Retail settings

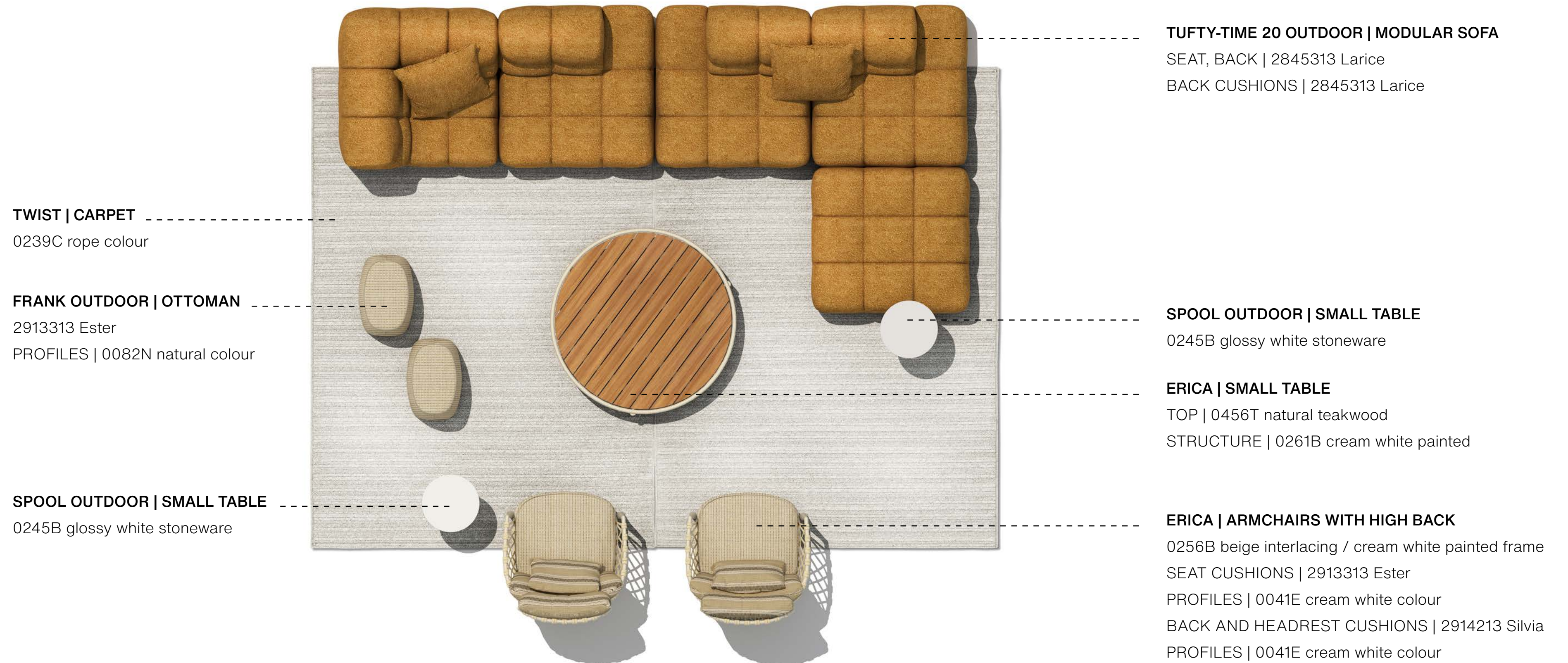
Room 01



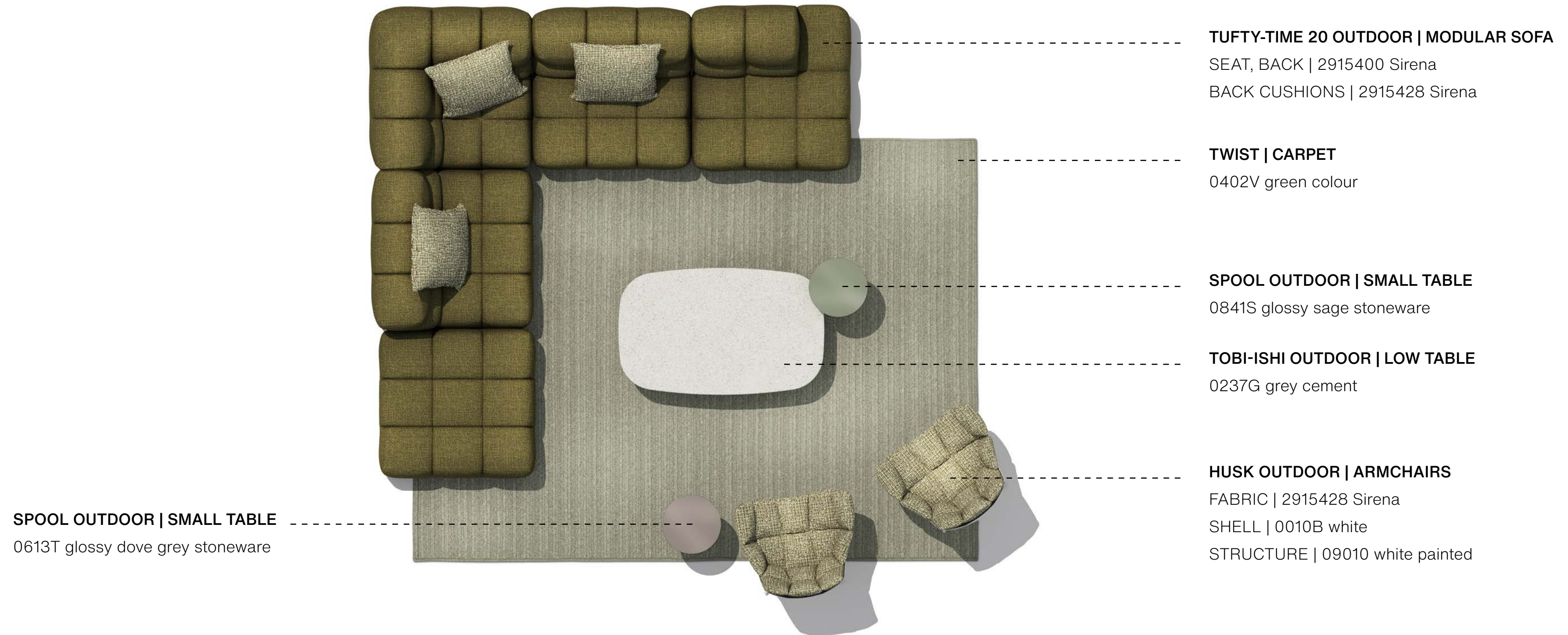
Room 02



Room 03



Room 04



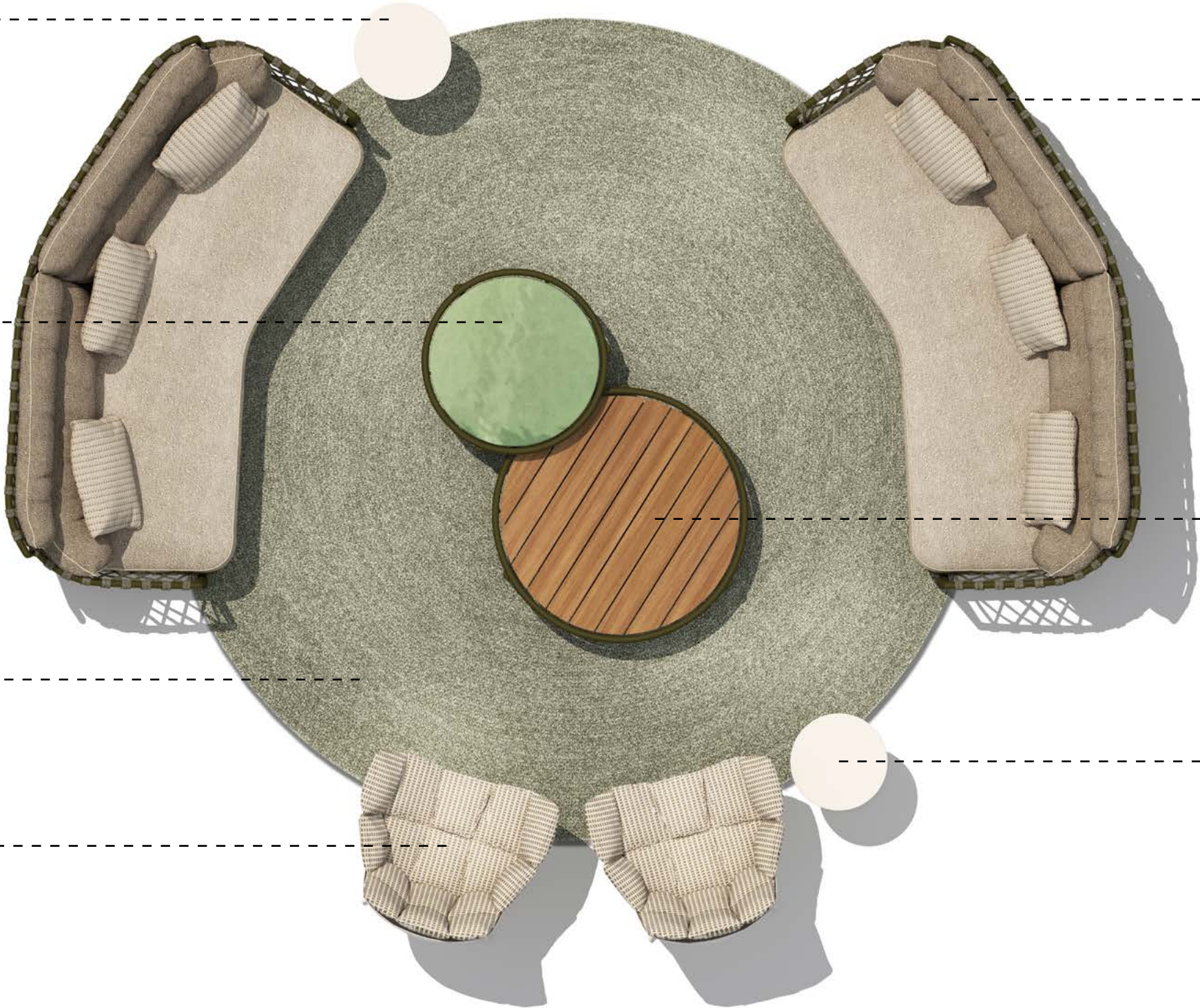
Room 05

SPOOL OUTDOOR | SMALL TABLE
0245B glossy white stoneware

ERICA | SMALL TABLE
TOP | 0814G jade green back-painted
molten glass
STRUCTURE | 0707B olive bronze painted

TWIST | CARPET
0402V green colour

HUSK OUTDOOR | ARMCHAIRS
FABRIC | 2821425 Lamone
SHELL | 0010B white
STRUCTURE | 09010 white painted



ERICA | CURVED SOFA
0424B hay green interlacing / olive bronze painted frame
SEAT CUSHION | 2845102 Larice
PROFILES | 0041E cream white colour
BACK AND HEADREST CUSHIONS | 2845207 Larice
PROFILES | 0041E cream white colour
LOINREST CUSHIONS | 2820411 Lilia

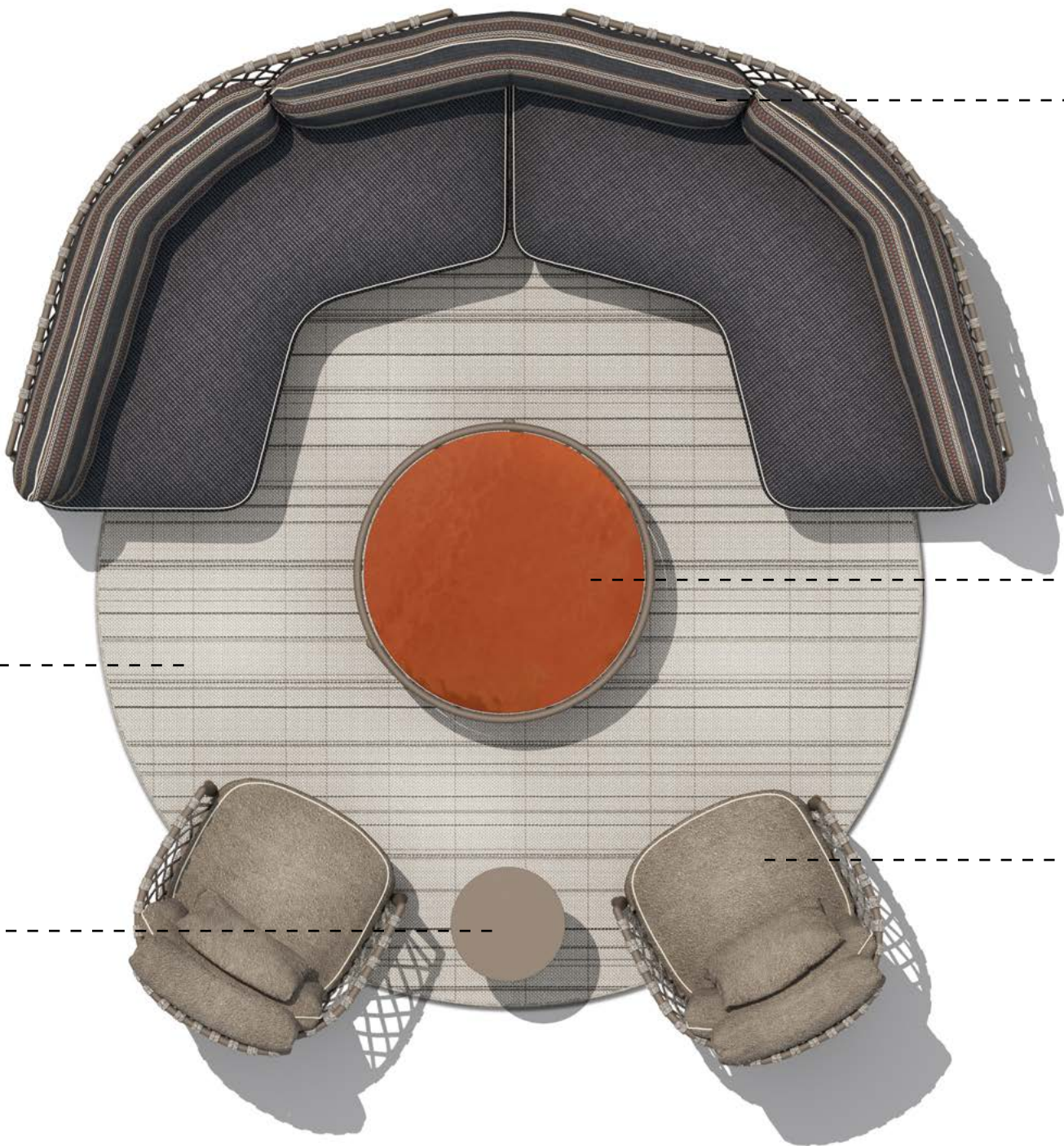
ERICA | SMALL TABLE
TOP | 0456T natural teakwood
STRUCTURE | 0707B olive bronze painted

SPOOL OUTDOOR | SMALL TABLE
0245B glossy white stoneware

Room 06

PIET | CARPET
0037C rope colour

SPOOL OUTDOOR | SMALL TABLE
0613T glossy dove grey stoneware



ERICA | HEMICYCLE SOFA
0828T dove grey interlacing / dove grey painted frame
SEAT CUSHION | 2913153 Ester
PROFILES | 0041E cream white colour
BACK CUSHIONS | 2914157 Silvia
PROFILES | 0041E cream white colour

ERICA | SMALL TABLE
TOP | 0764R coral red back-painted molten glass
STRUCTURE | 0380T dove grey painted

ERICA | ARMCHAIRS WITH HIGH BACK
0828T dove grey interlacing / dove grey painted frame
SEAT CUSHION | 2845280 Larice
PROFILES | 0041E cream white colour
BACK AND HEADREST CUSHIONS | 2845280 Larice
PROFILES | 0041E cream white colour

Room 07

TWIST | CARPET

0789A wheat colour

GIO | BENCH

FABRIC | 2570420 Elisir

STRUCTURE | 0456T natural teakwood

SPOOL OUTDOOR | SMALL TABLE

0245B glossy white stoneware

SPOOL OUTDOOR | SMALL TABLE

0613T glossy dove grey stoneware

MIRTO OUTDOOR | LOW TABLE

TOP | 0301B Calacatta white porcelain stoneware

STRUCTURE | 0380T dove grey painted

GIO | ARMCHAIR

FABRIC | 2914248 Silvia

STRUCTURE | 0456T natural teakwood

ERICA | LINEAR SOFA

0256B beige interlacing / cream white painted frame

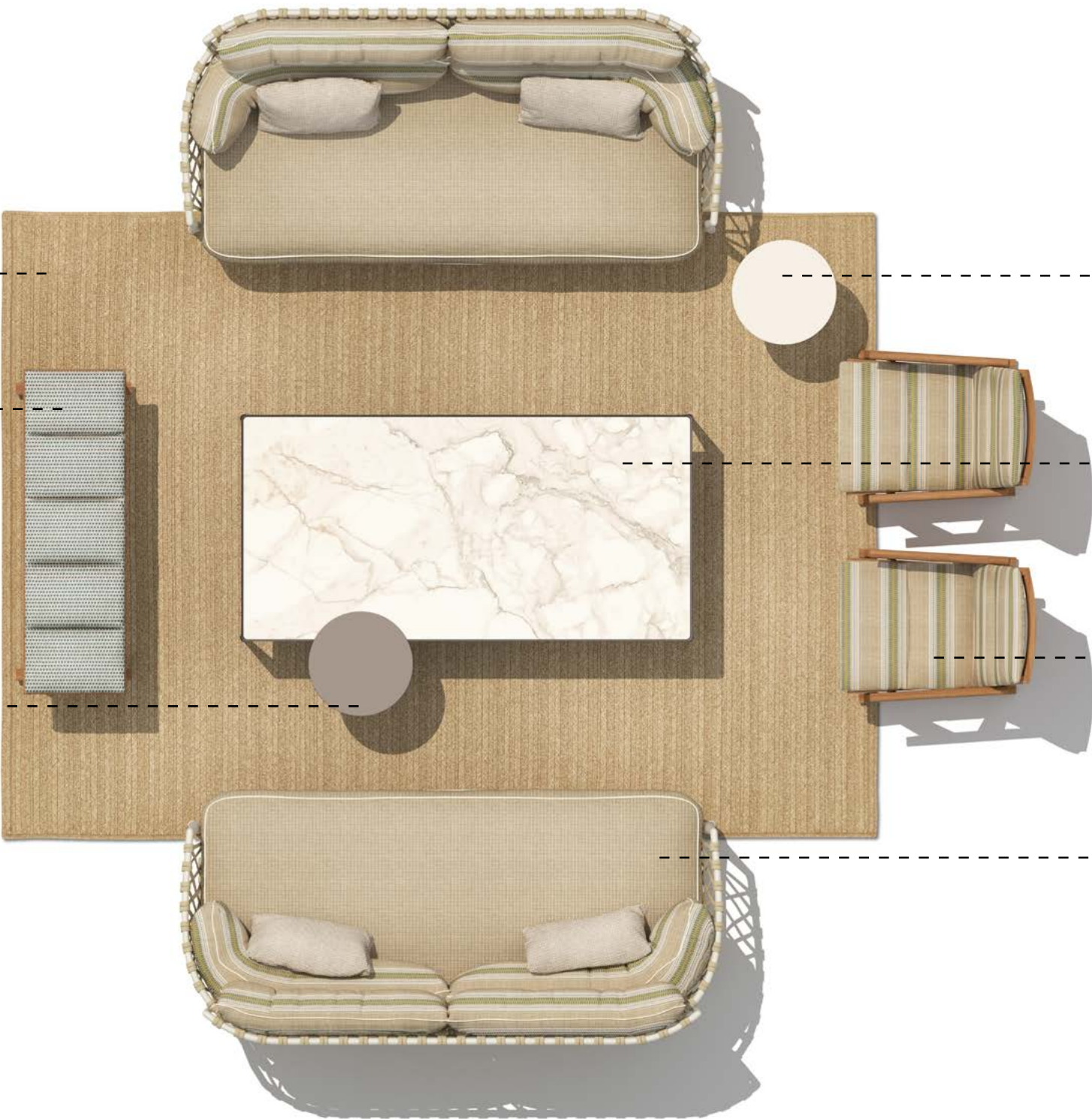
SEAT CUSHION | 2913200 Ester

PROFILES | 0041E cream white colour

BACK AND HEADREST CUSHIONS | 2914248 Silvia

PROFILES | 0041E cream white colour

LOINREST CUSHIONS | 2570207 Elisir



Room 08

ERICA | SMALL TABLE

TOP | 0657S emerald green
back-painted molten glass
STRUCTURE | 0445V aquamarine
green painted

ERICA | ARMCHAIRS WITH HIGH BACK

0256B beige interlacing / cream white painted frame
SEAT, BACK, HEADREST CUSHIONS | 2563400 Agate
PROFILES | 0041E cream white

ERICA | SMALL TABLE

TOP | 0814G jade green back-painted molten glass
STRUCTURE | 0261B cream white painted

BUTTERFLY | MODULAR SOFA

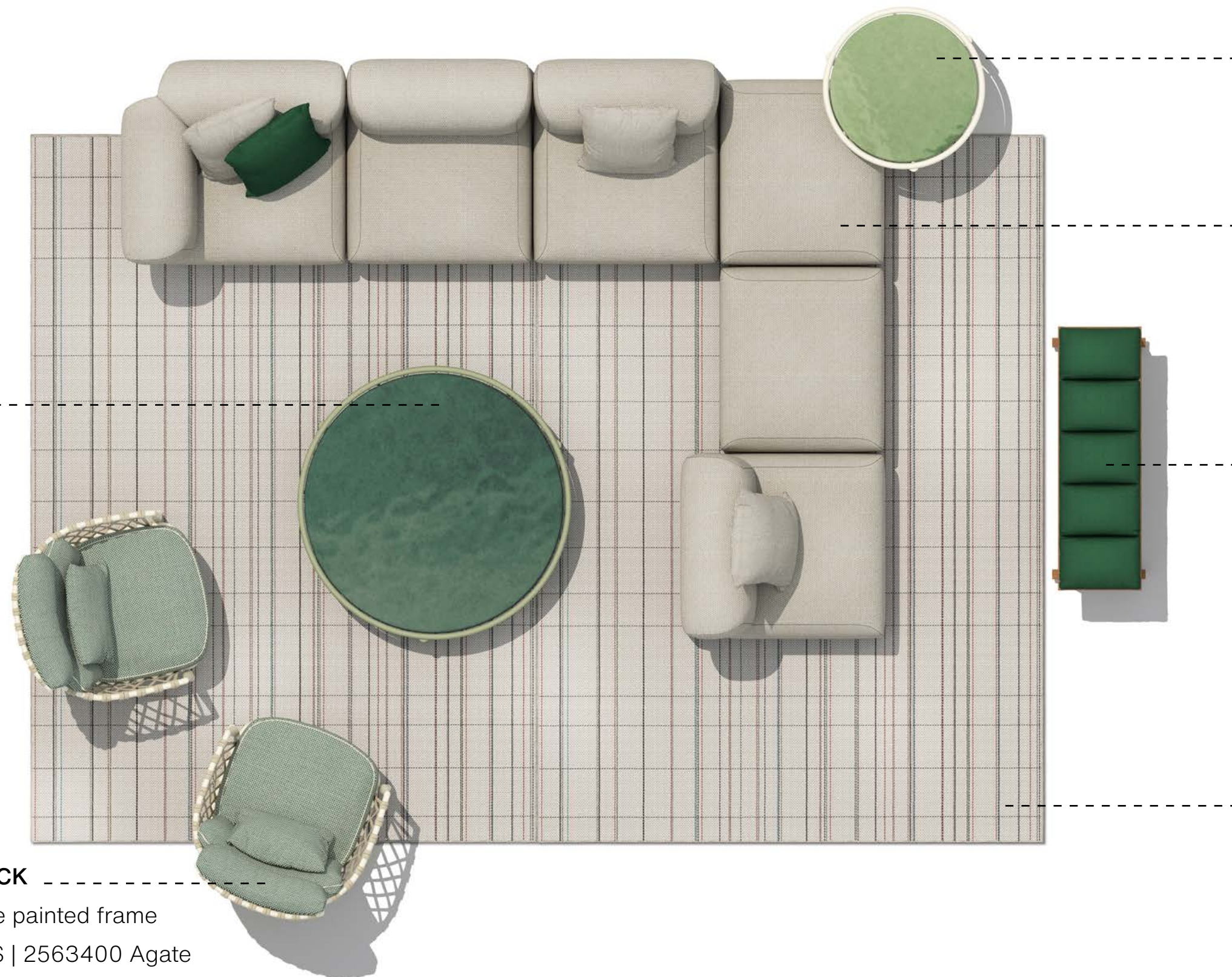
SEAT, BACK | 2481207 Lesia
OPTIONAL CUSHIONS | 2481207 Lesia / 2481400 Lesia

GIO | BENCH

FABRIC | 2481400 Lesia
STRUCTURE | 0456T natural teakwood

PIET | CARPET

0072M multicolour



Room 09

ERICA | SMALL TABLE

TOP | 0814G jade green back-painted molten glass
STRUCTURE | 0261B cream white painted

ERICA | ARMCHAIRS WITH HIGH BACK

0256B beige interlacing / cream white painted frame
SEAT, BACK, HEADREST CUSHIONS | 2915458 Sirena
PROFILES | 0041E cream white

AWA OUTDOOR | SMALL TABLE

0101G white Cristalplant Outdoor

BUTTERFLY | MODULAR SOFA

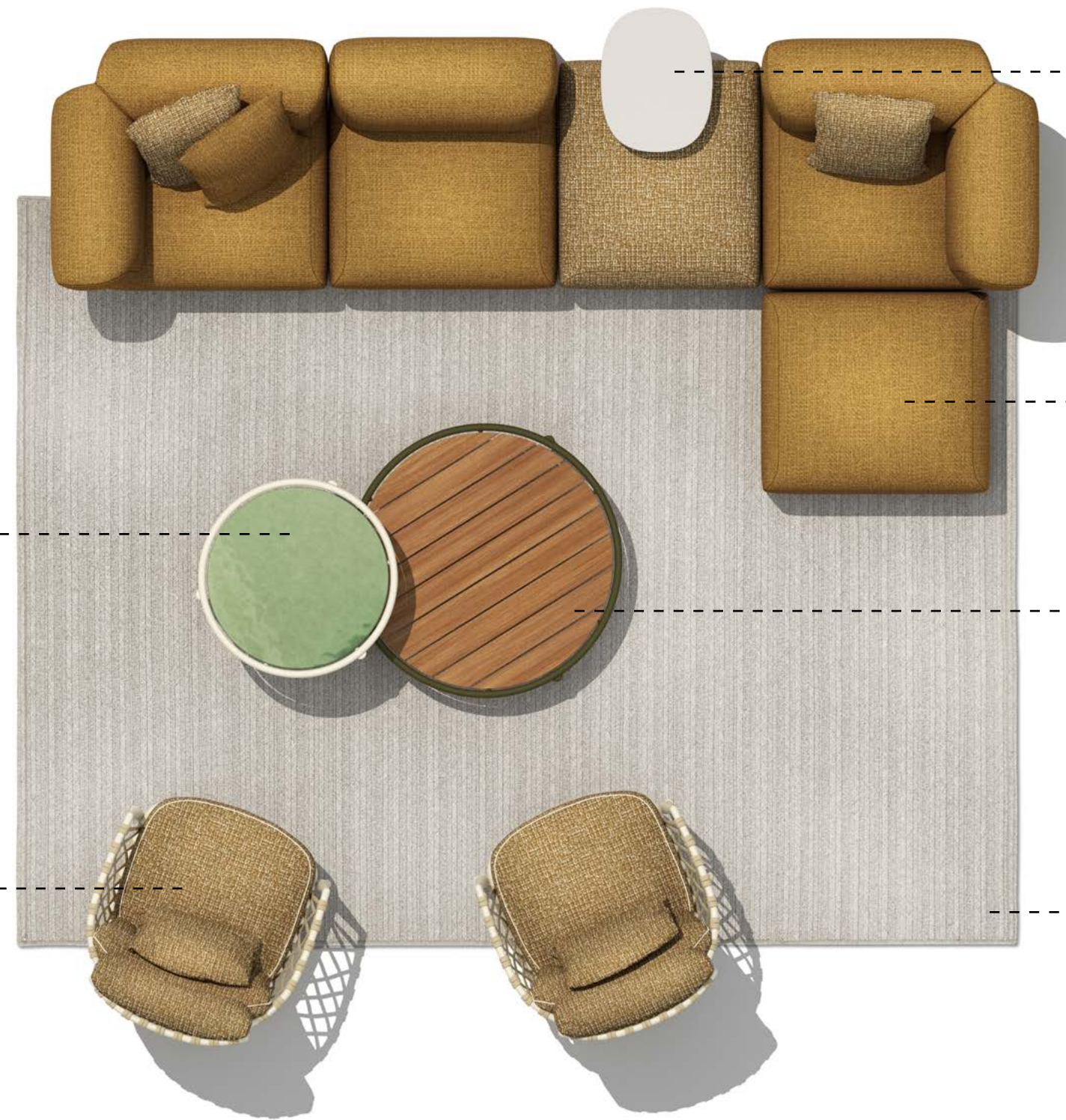
SEAT, BACK | 2915450 Sirena
OPTIONAL CUSHIONS | 2915450 / 2915458 Sirena

ERICA | SMALL TABLE

TOP | 0456T natural teakwood
STRUCTURE | 0707B olive bronze painted

TWIST | CARPET

0239C rope colour



Room 10

GIO | BENCH
FABRIC | 2914877 Silvia
STRUCTURE | 0456T natural teakwood

FRANK OUTDOOR | OTTOMAN
2845800 Larice
PROFILES | 0041E cream white colour



AWA OUTDOOR | SMALL TABLE
0101G white Cristalplant Outdoor

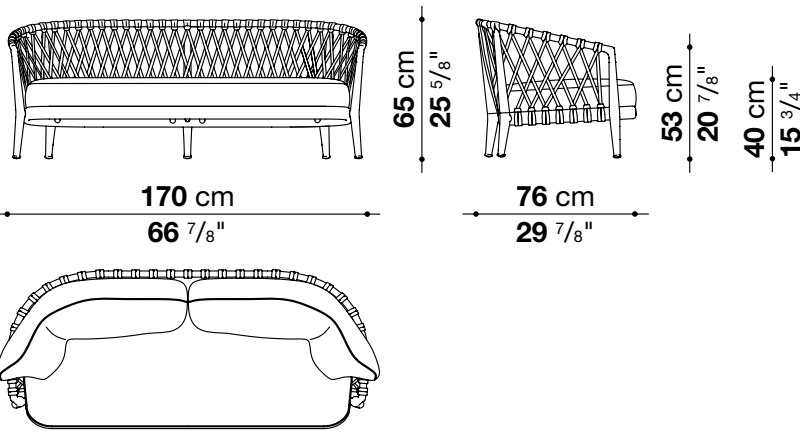
BUTTERFLY | MODULAR SOFA
SEAT, BACK | 2913800 Ester
OPTIONAL CUSHIONS | 2481750 Lesia / 2845800 Larice

TWIST | CARPET
0239C rope colour

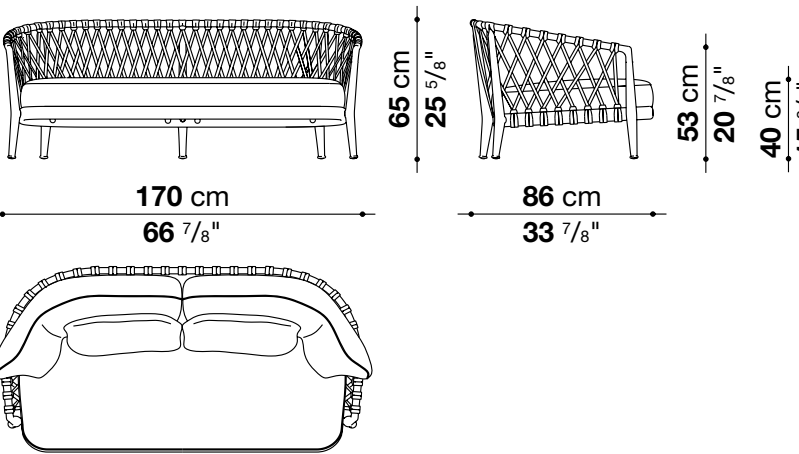
The Erika collection

Linear sofa

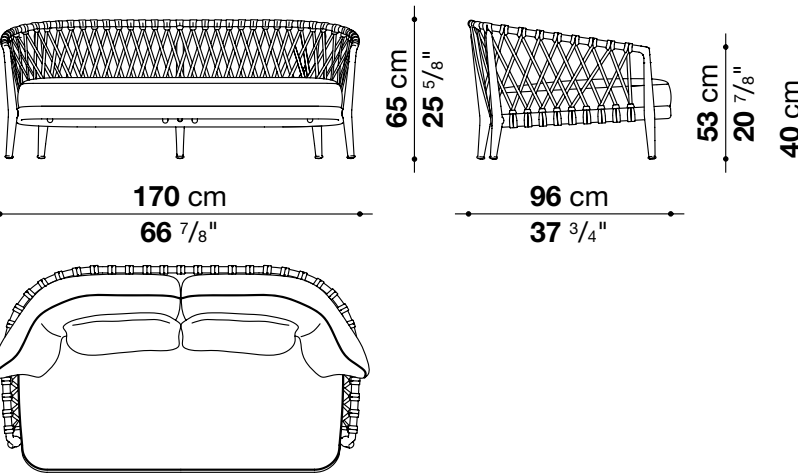
7ER170



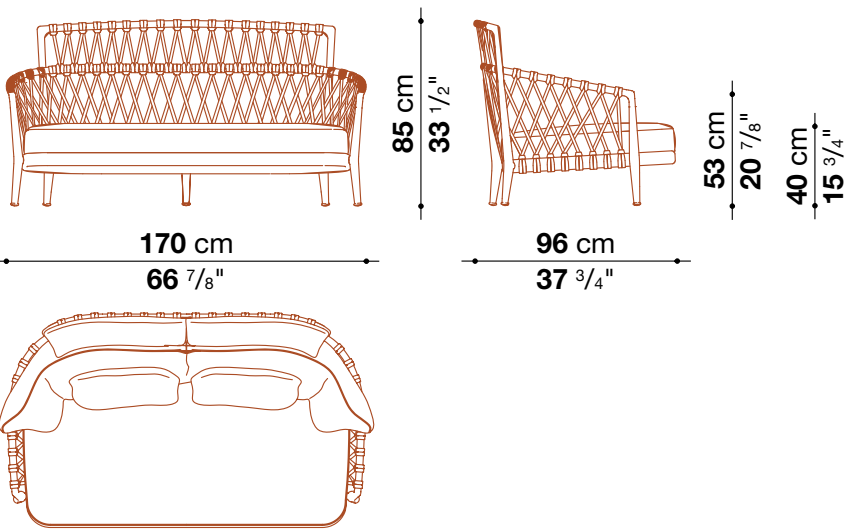
8ER170



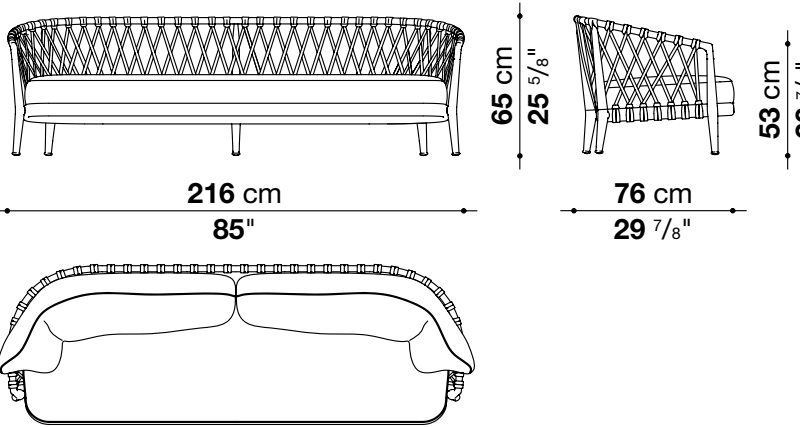
9ER170



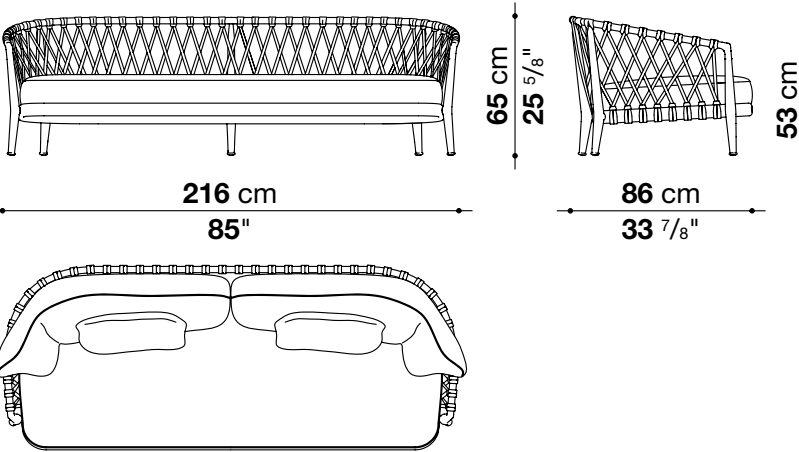
9ER170A NEWS 2026



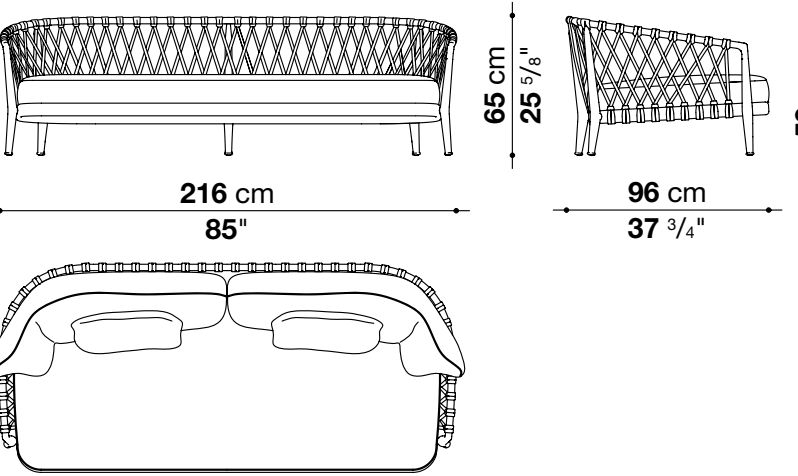
7ER216



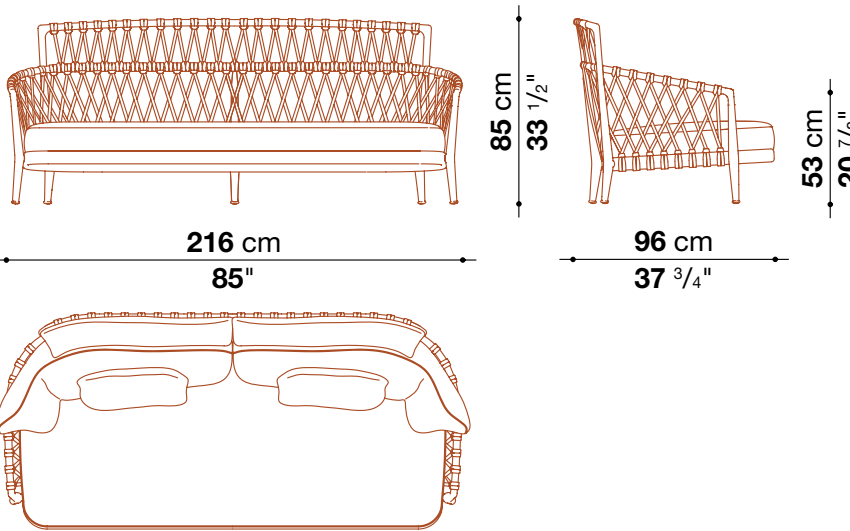
8ER216



9ER216

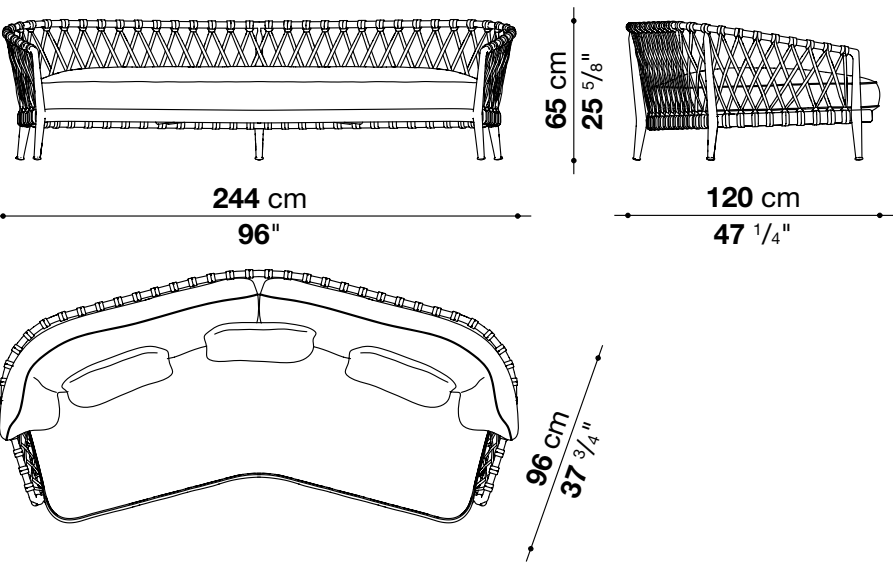


9ER216A NEWS 2026



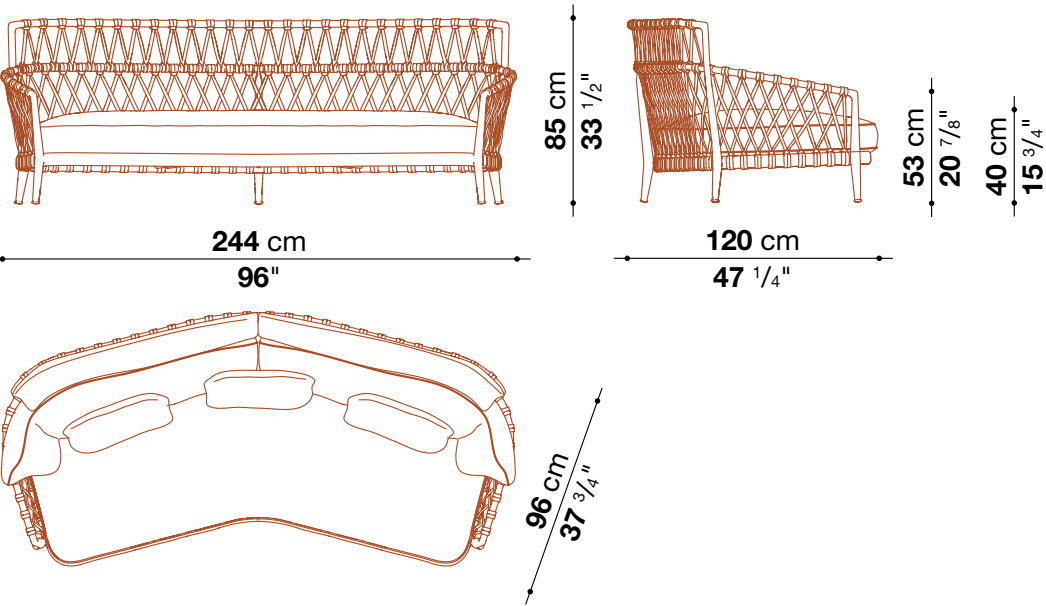
Curved sofa

9ER244C



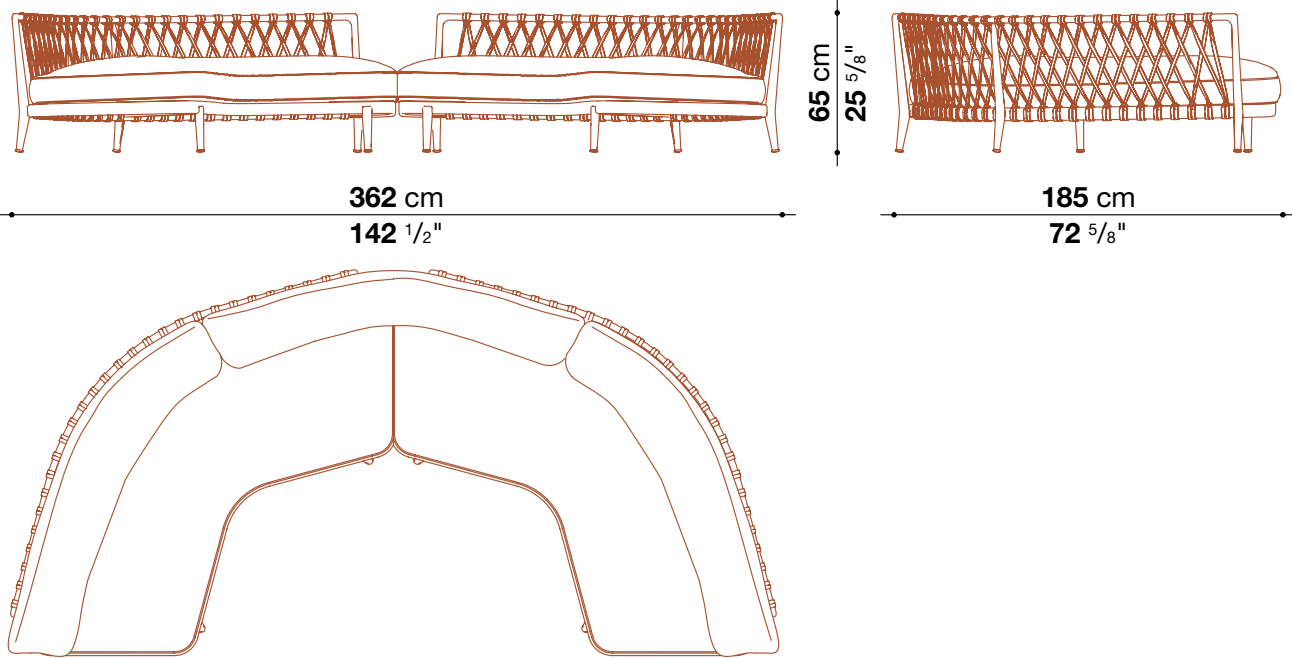
Curved sofa
high backrest

9ER244CA NEWS 2026



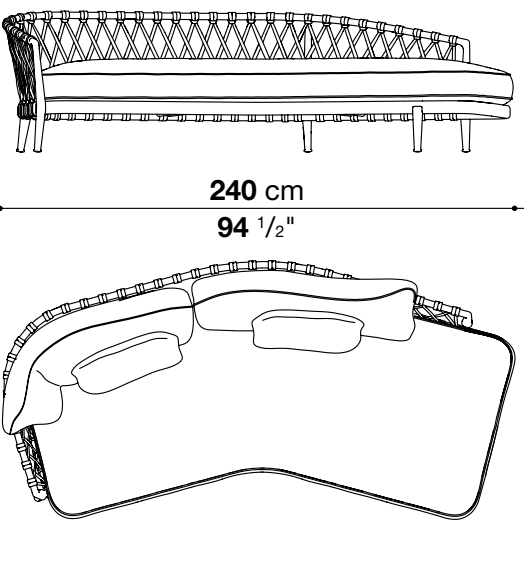
Hemicycle sofa

ER237C NEWS 2026

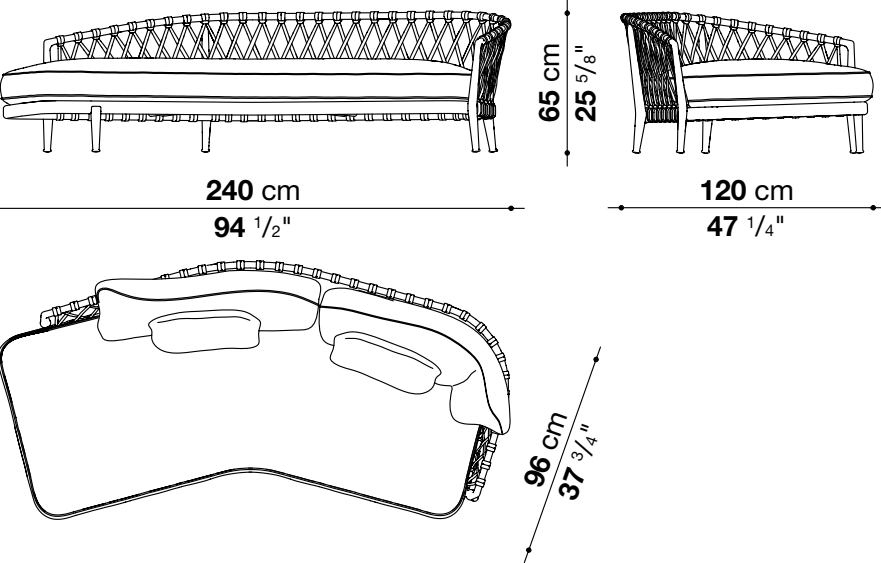


Dormeuse

9ER240CS

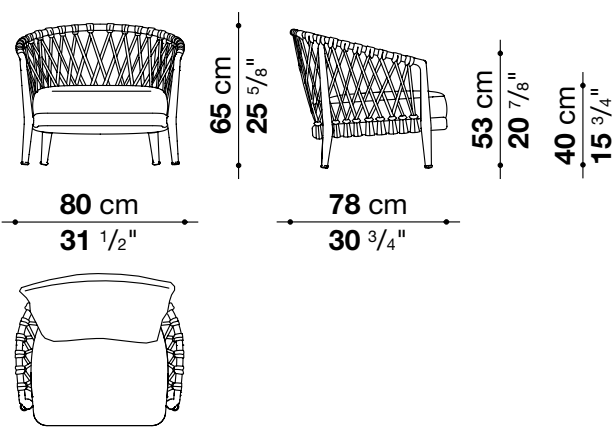


9ER240CD



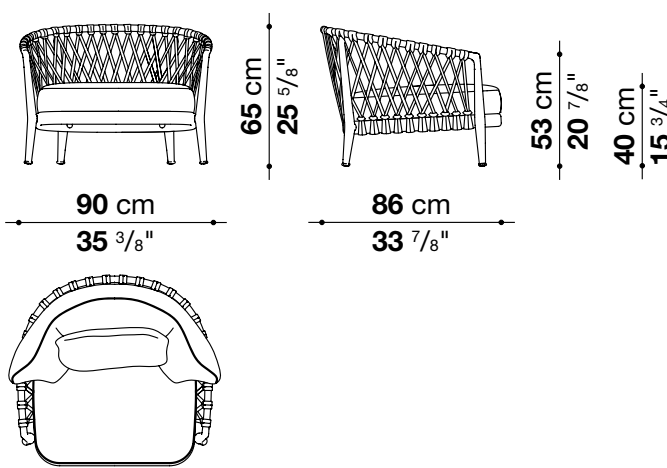
Small armchair

ER80P



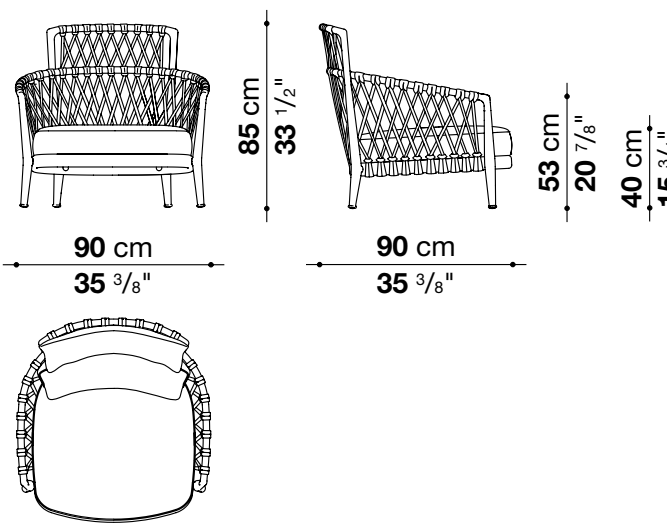
Armchair

ER90PB



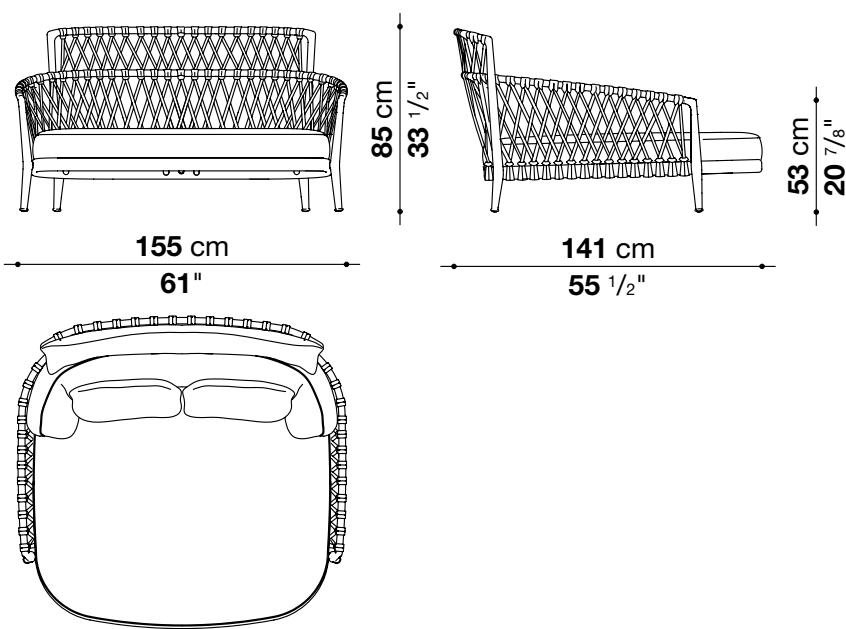
Armchair high backrest

ER90PA



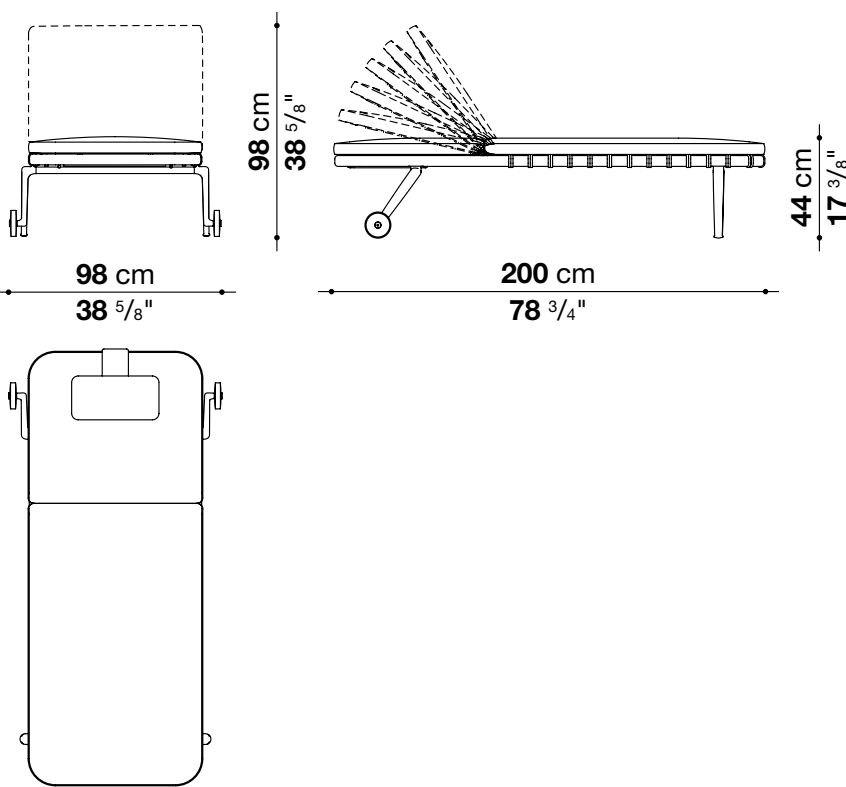
Daybed high backrest

ER155A

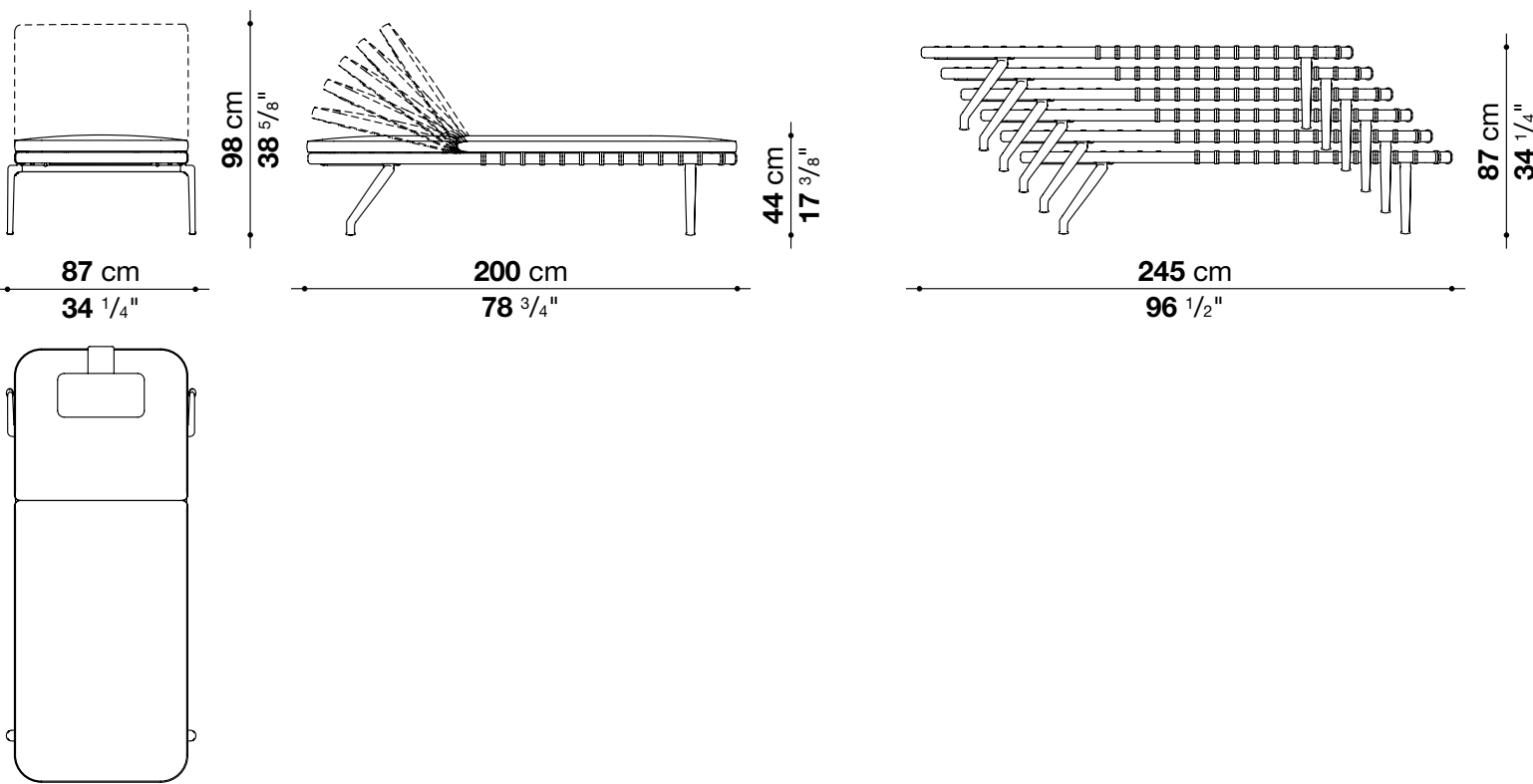


Sunbeds

ER200L

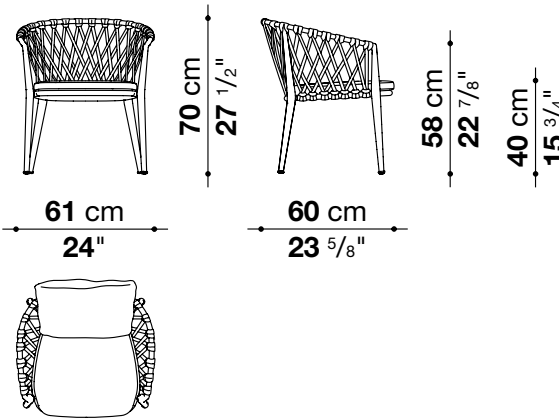


ER200LG

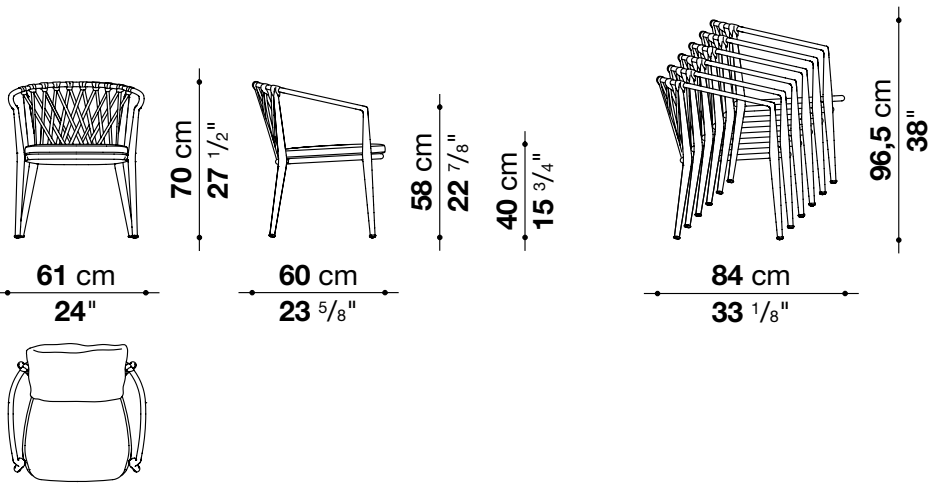


Chairs

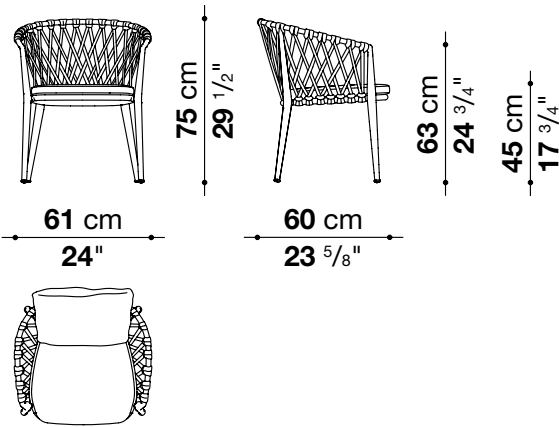
ER61B



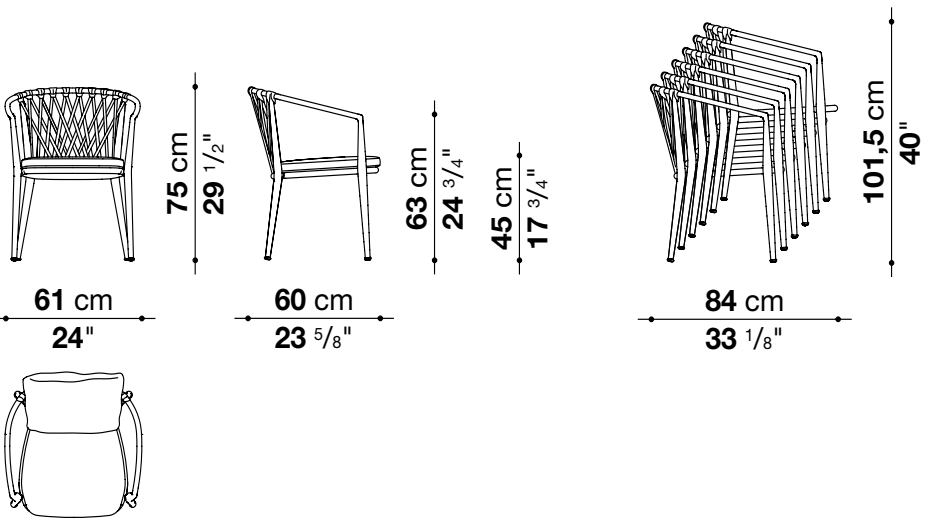
ER61B_I



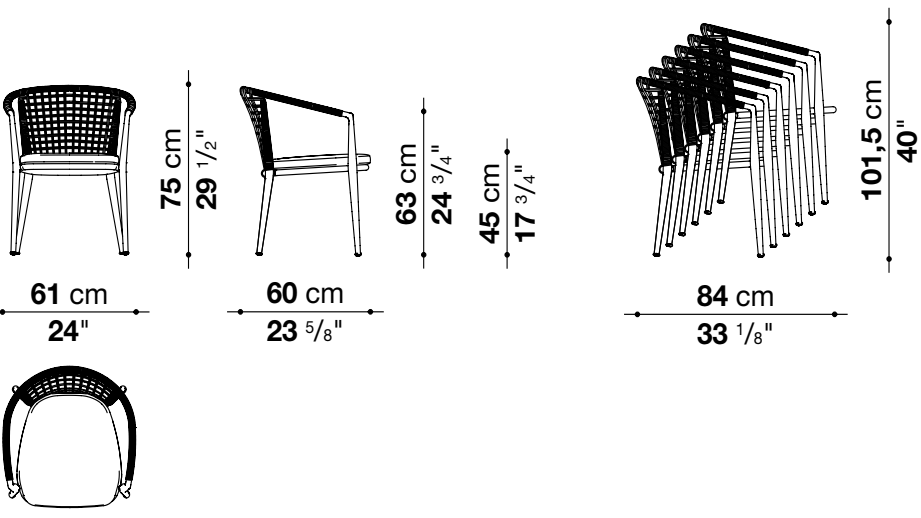
ER61A



ER61A_I

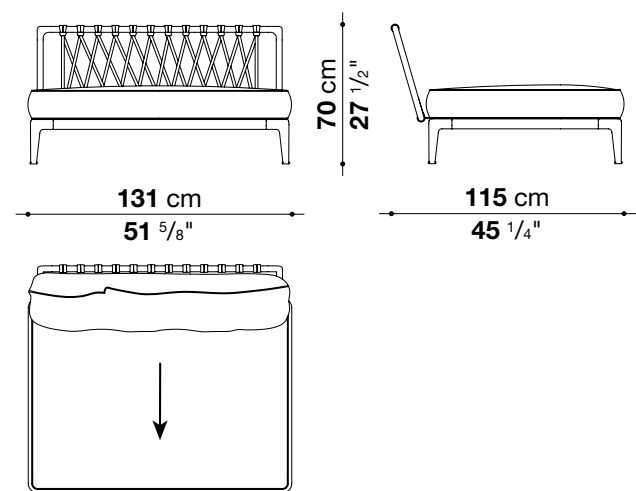


ER61_I

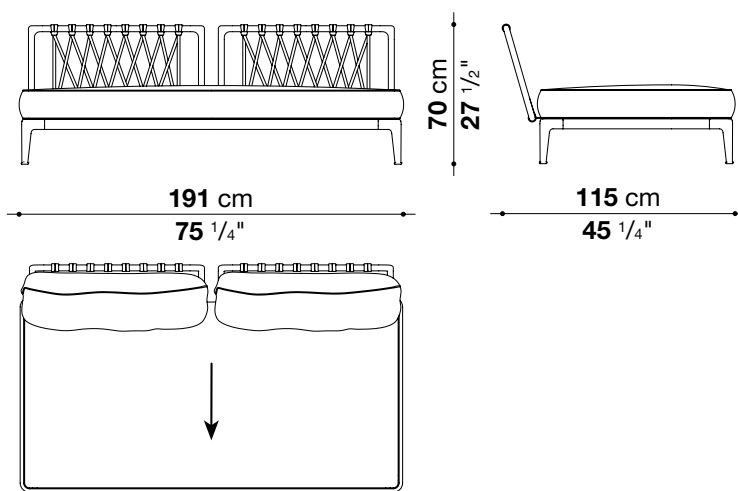


CENTRAL ELEMENTS

CE131C

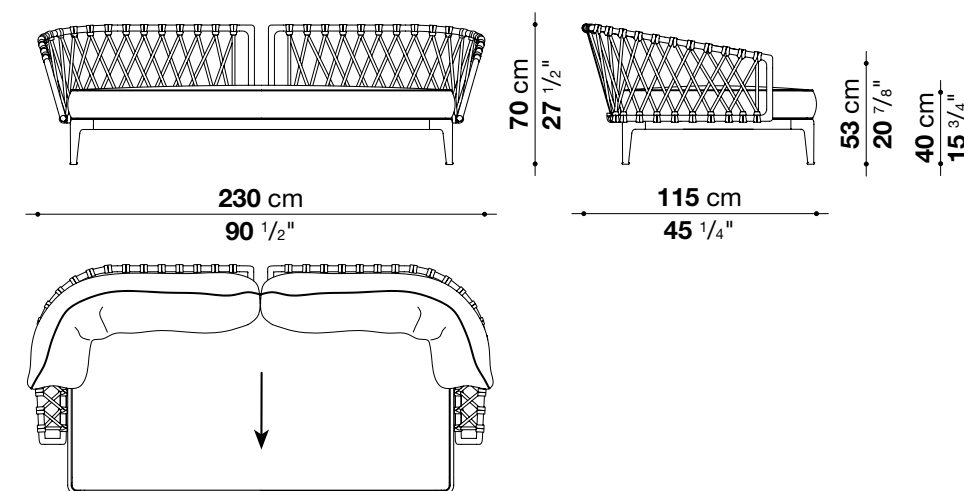


CE191C



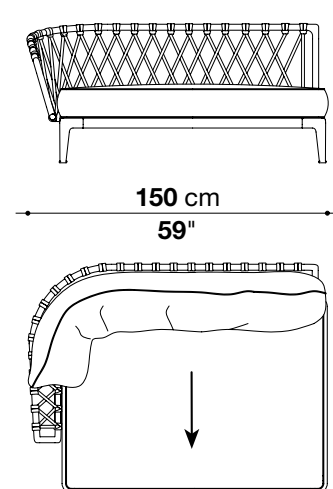
LINEAR ELEMENT

CE230

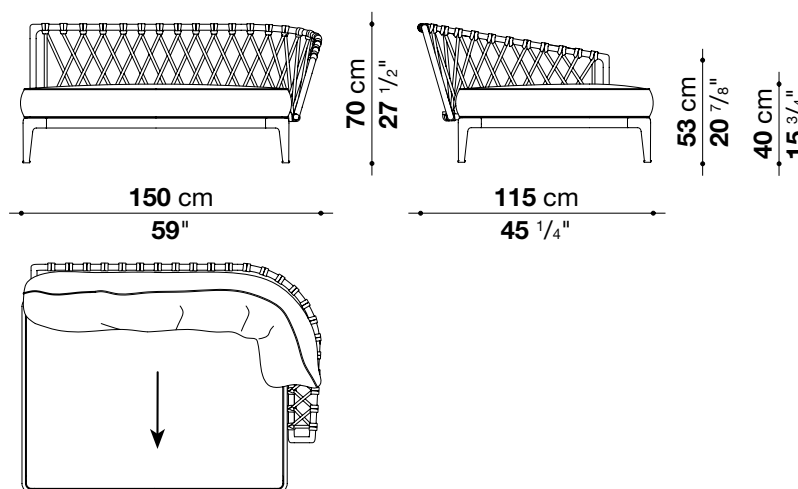


TERMINAL ELEMENTS

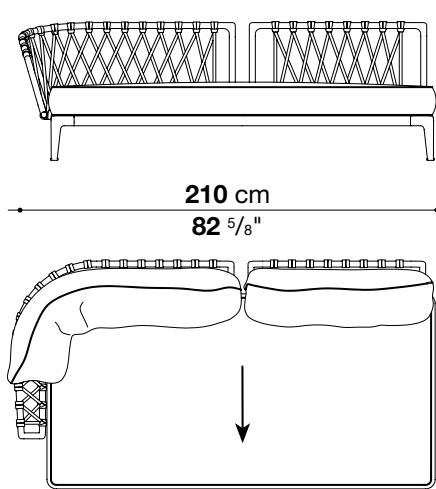
CE150S



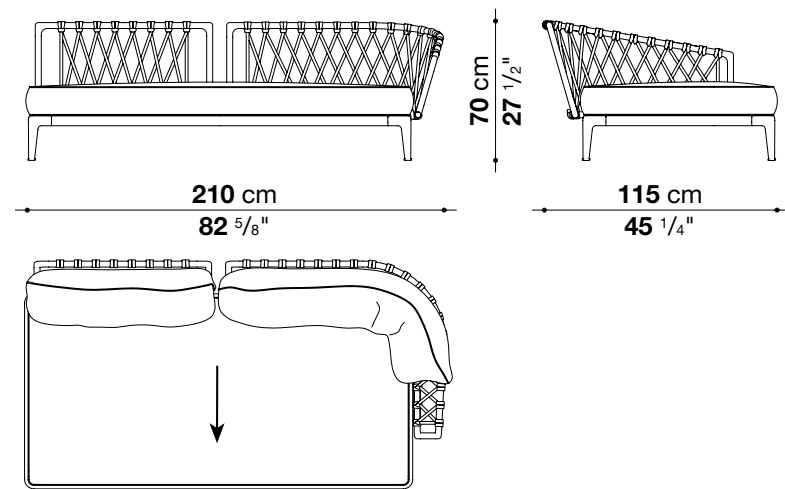
CE150D



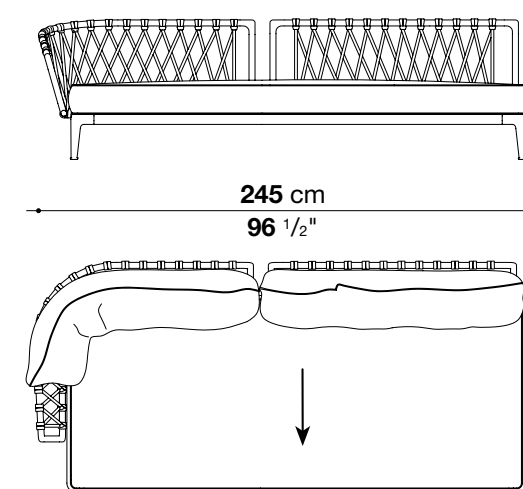
CE210S



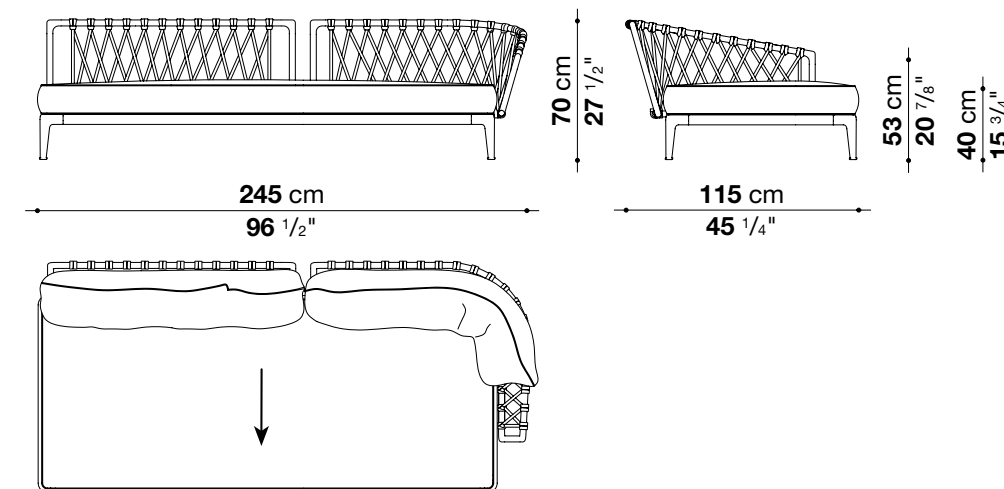
CE210D



CE245S

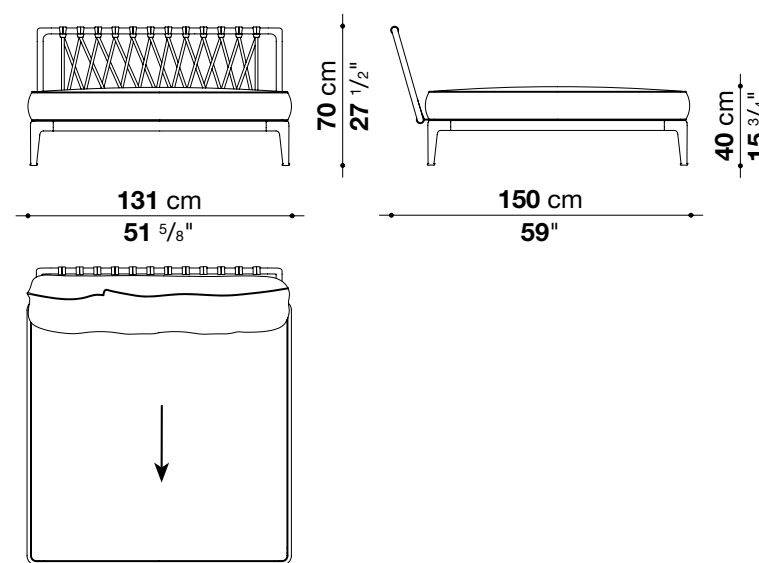


CE245D

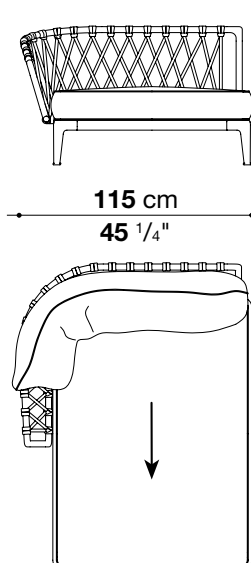


CHAISE LONGUE

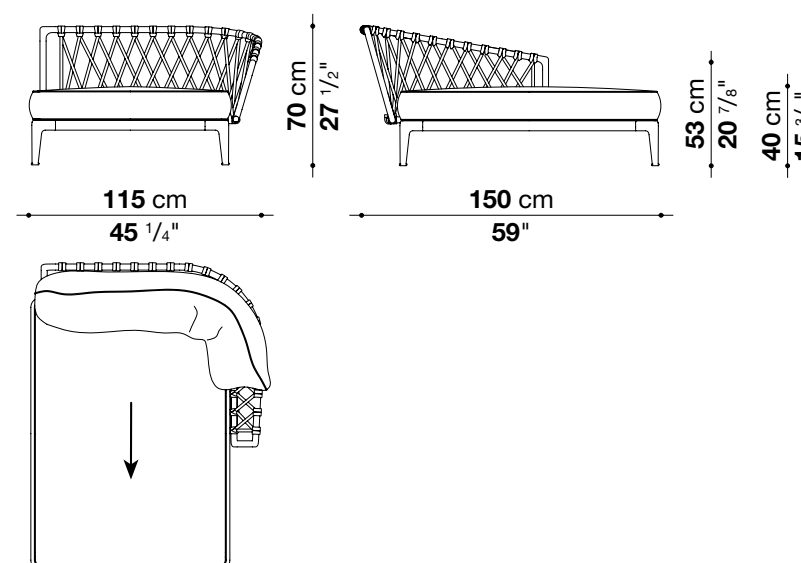
CE150L



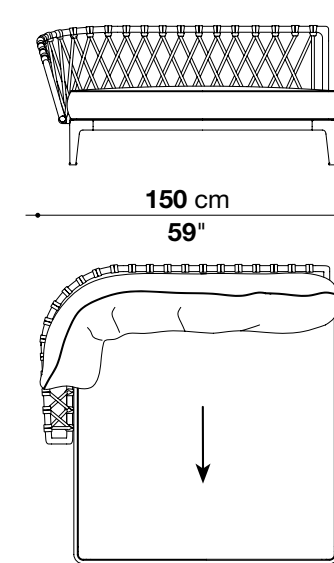
CE150LS_2



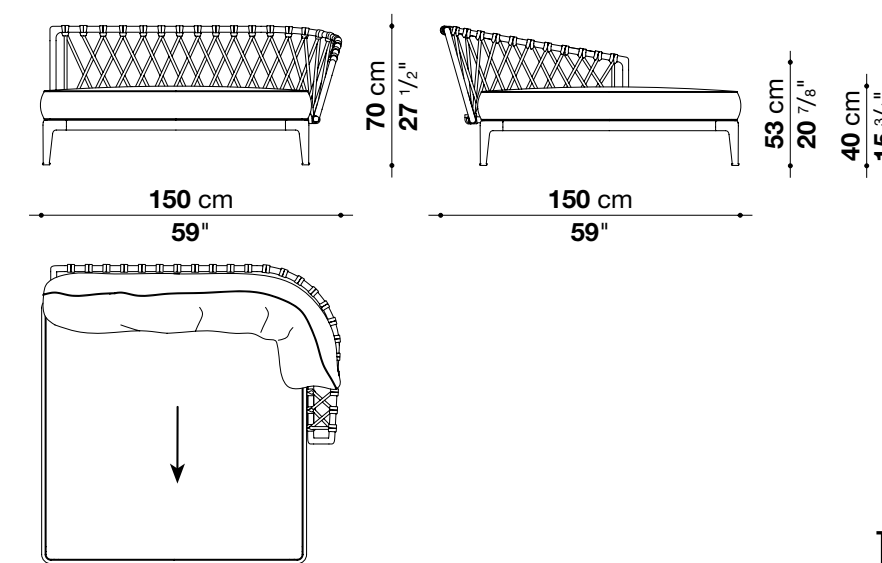
CE150LD_2



CE150LS_1

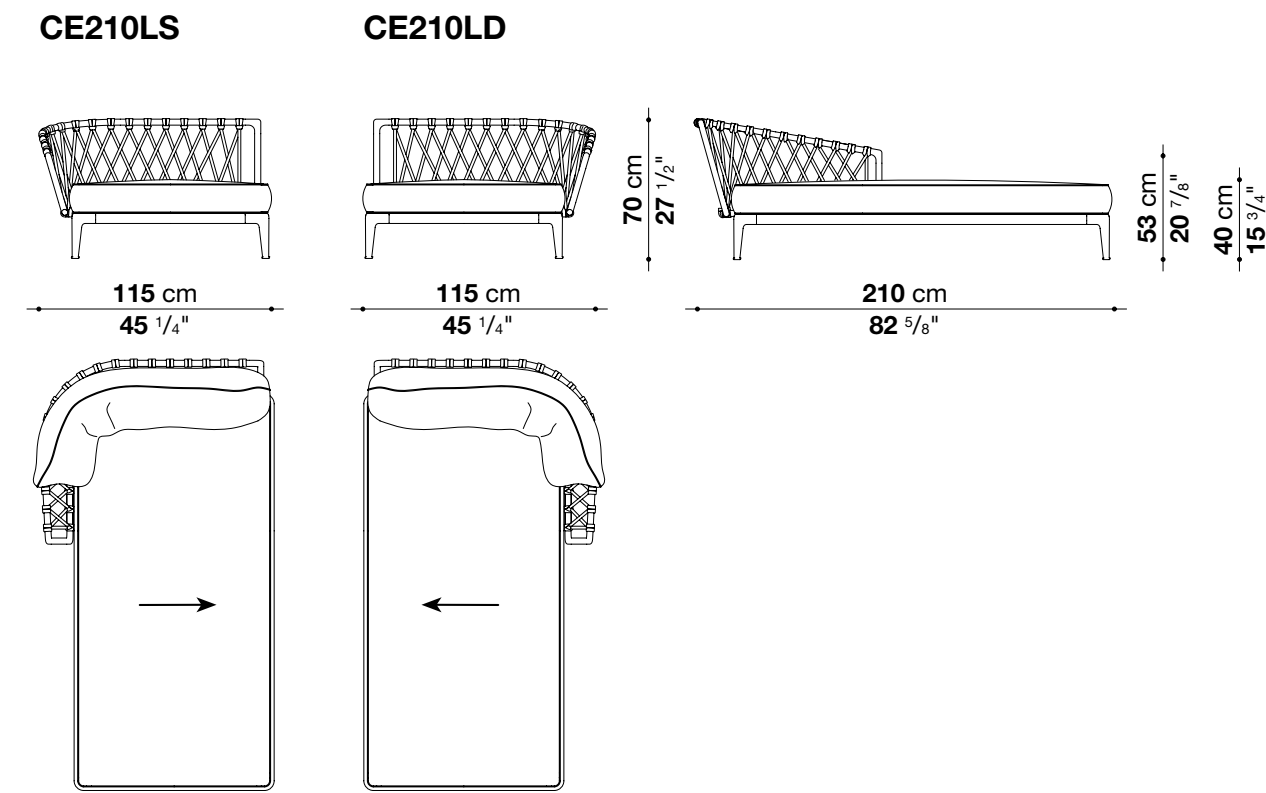


CE150LD_1

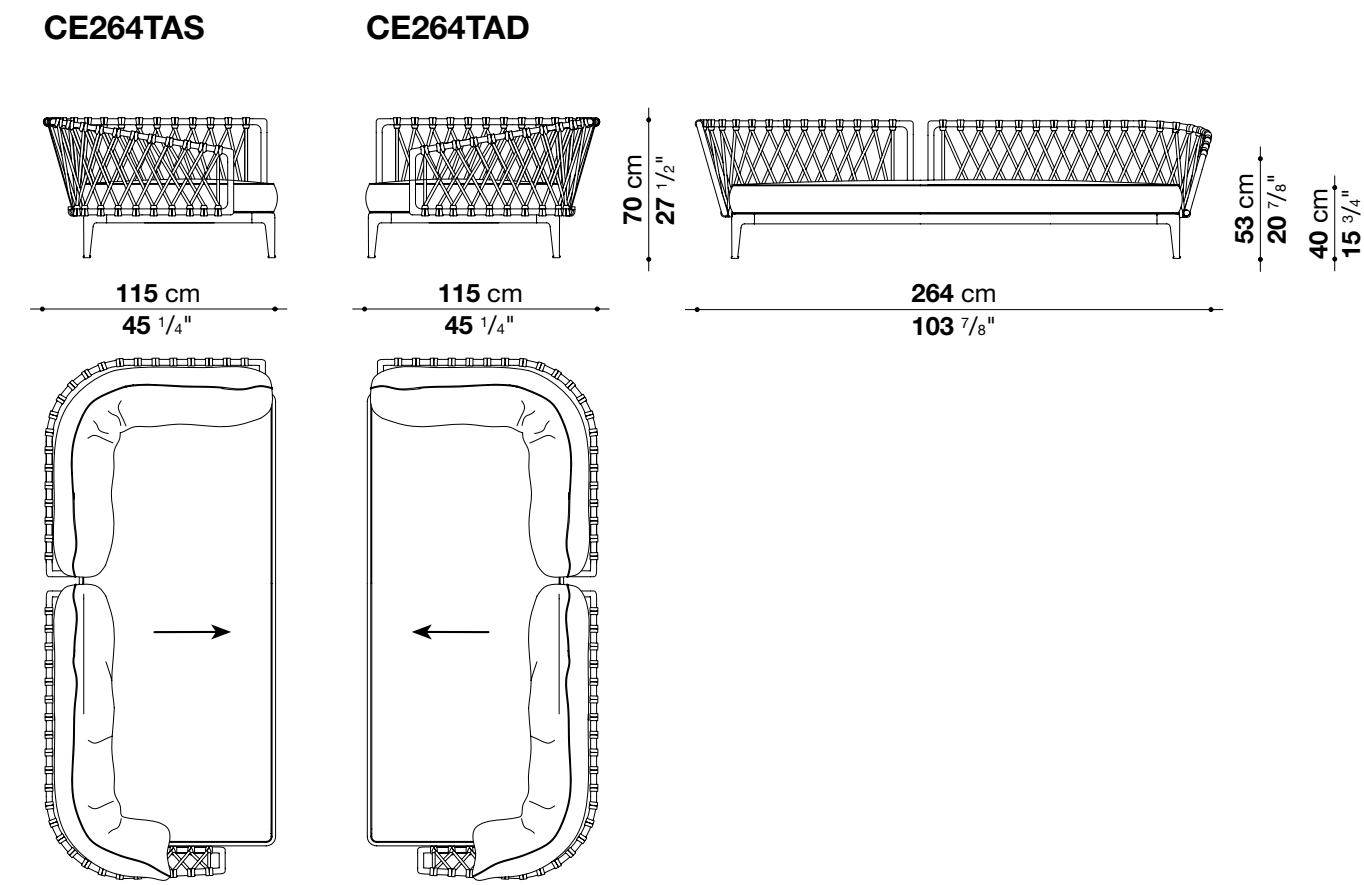


Modular sofa

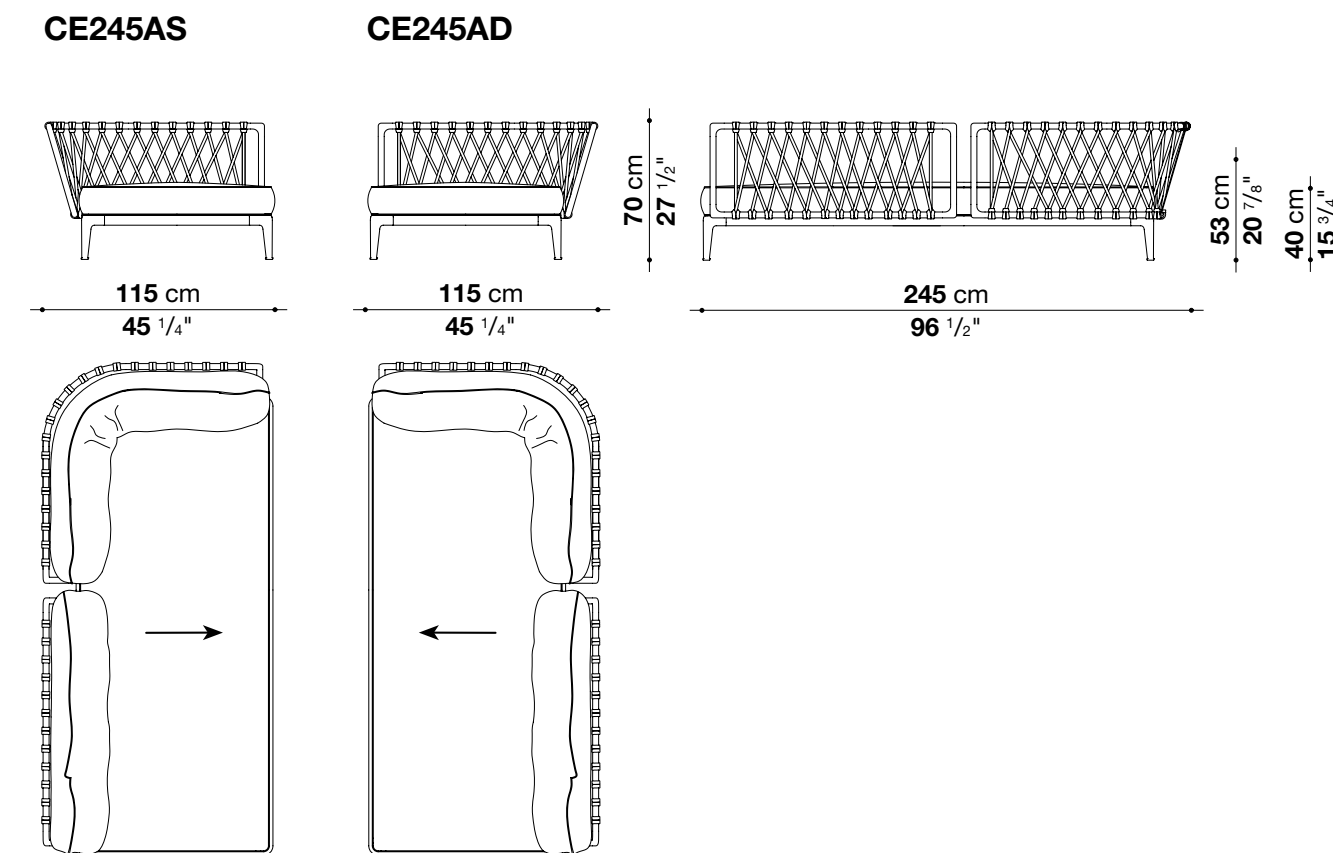
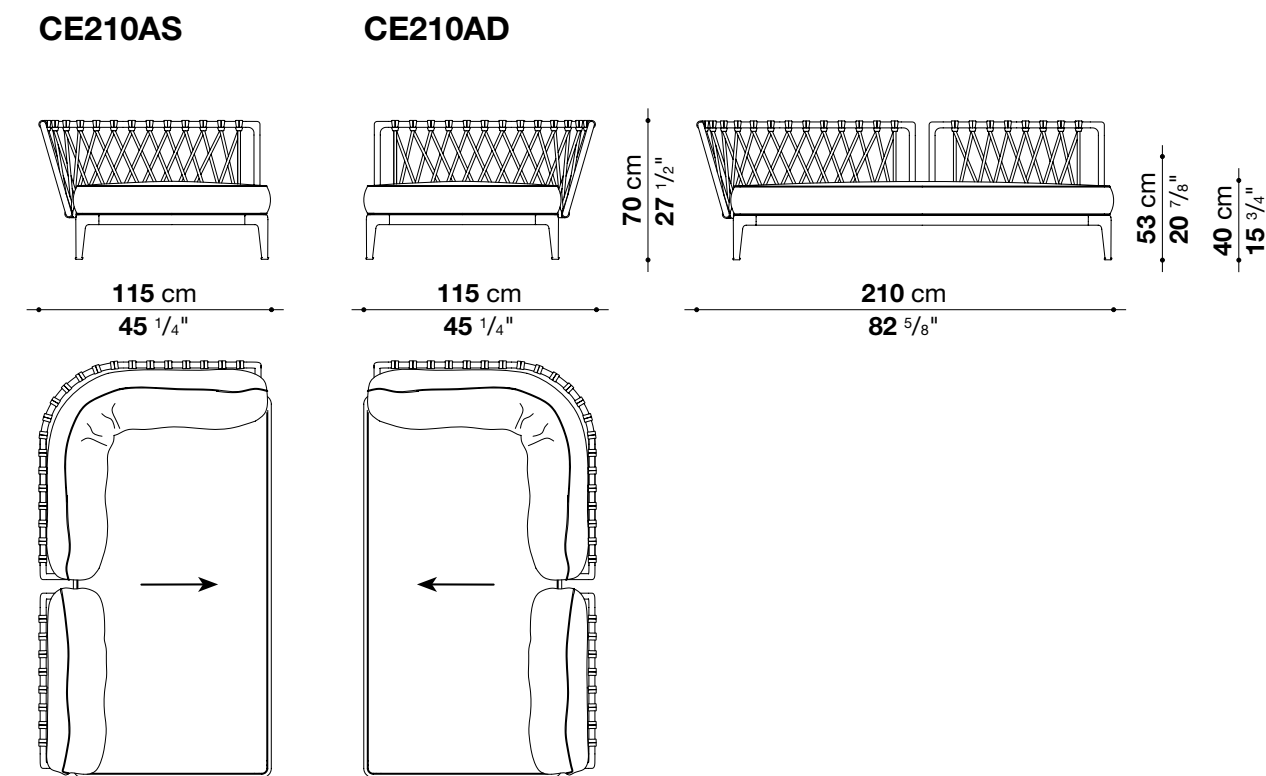
CHAISE LONGUE



CORNER-TERMINAL ELEMENTS

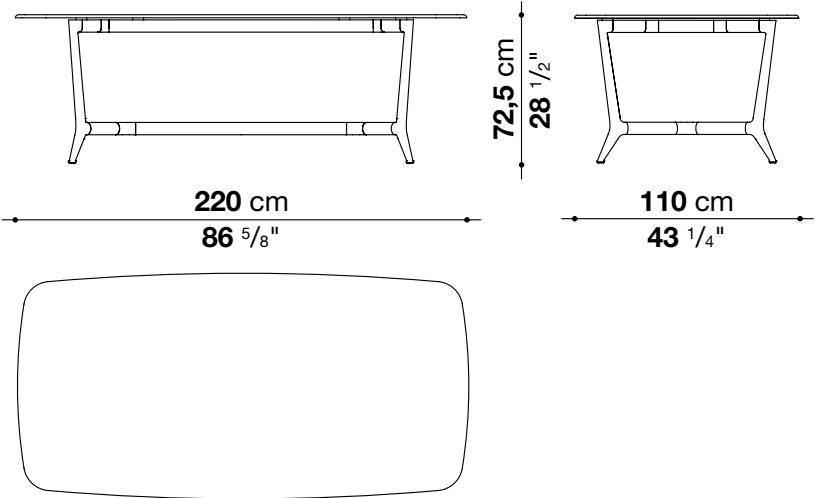


CORNER ELEMENTS

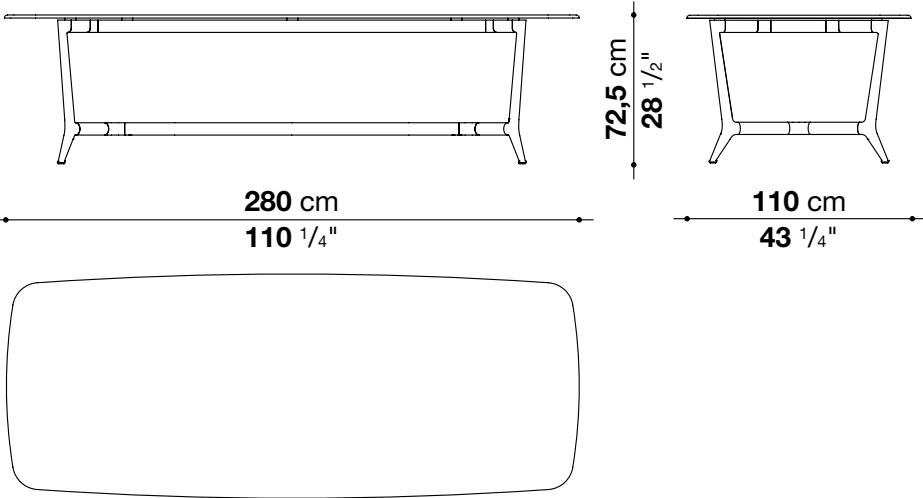


Rectangular tables glass top

ER220T_V

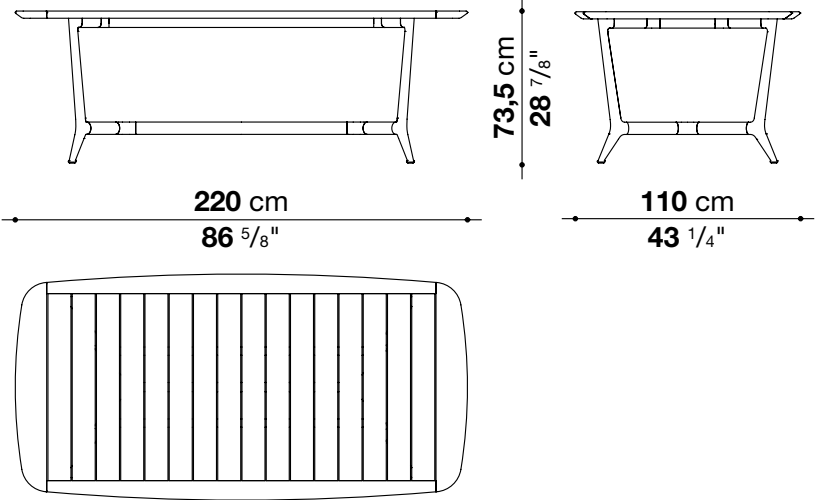


ER280T_V

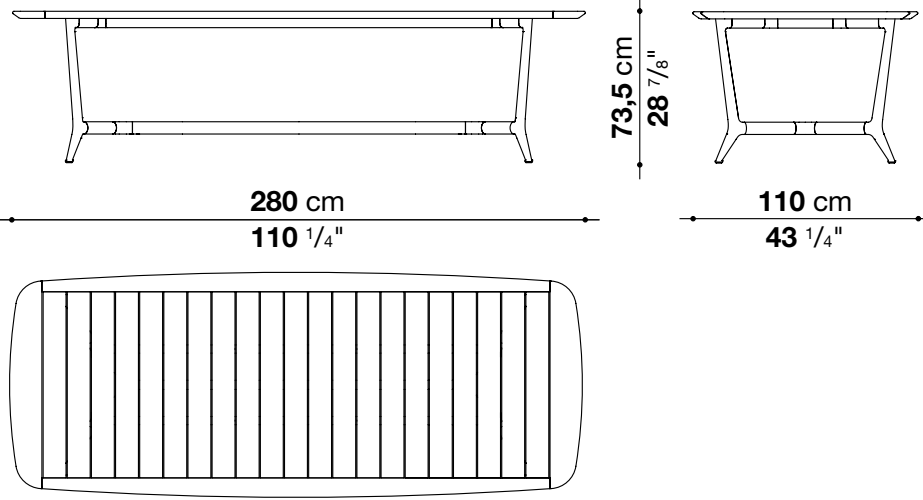


Rectangular tables teakwood top

ER220T

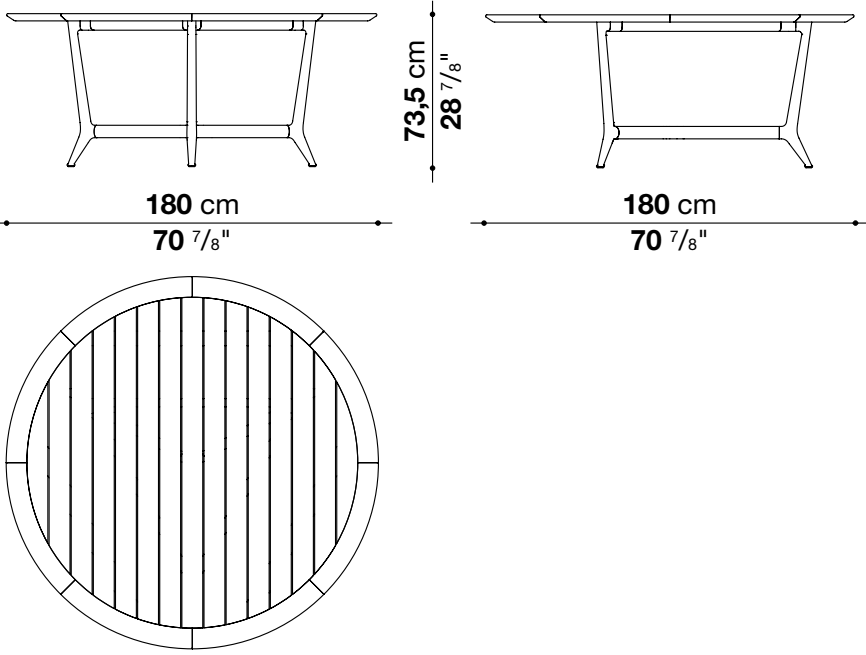


ER280T

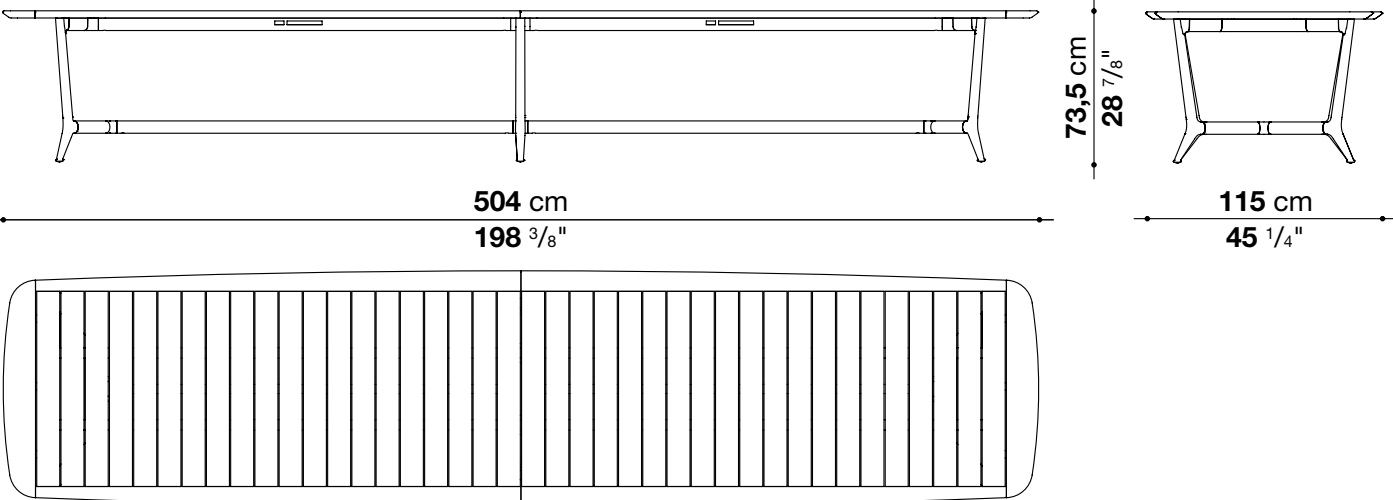


Round table teakwood top

ER180TR

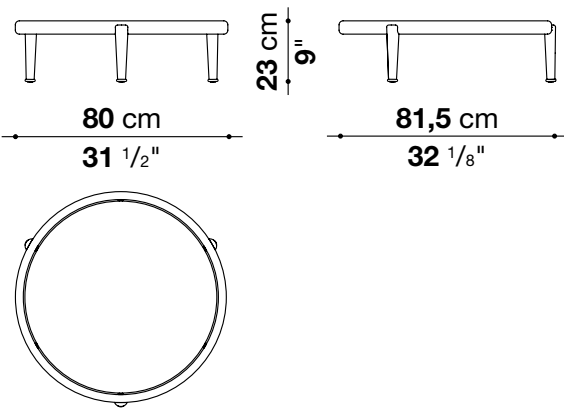


ER504T

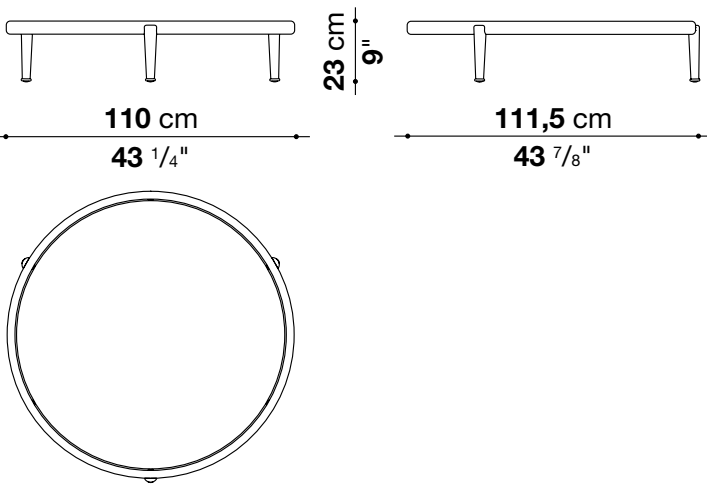


Small tables
glass top

ER8TR_V

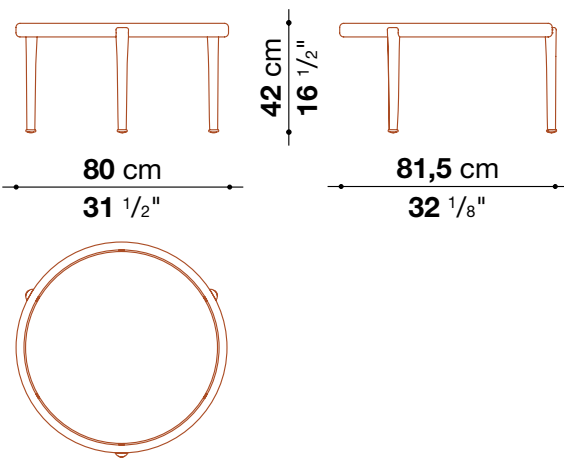


ER11TR_V

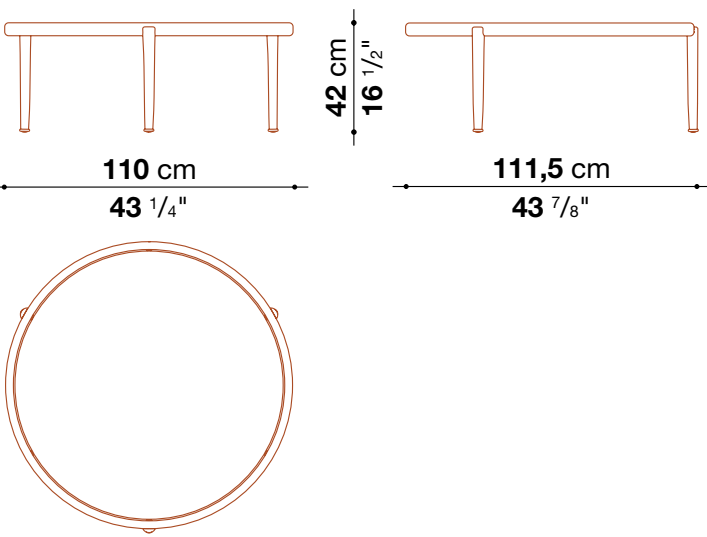


new height

ER8TR_4V NEWS 2026

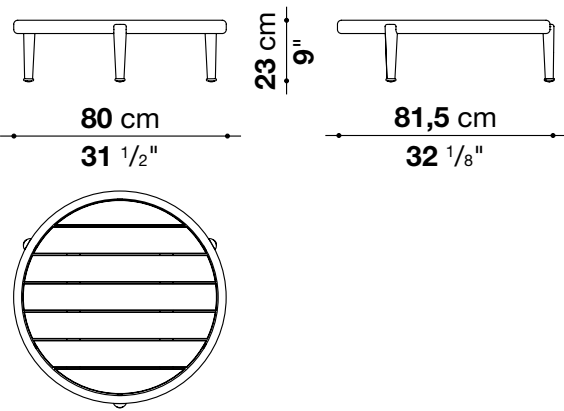


ER11TR_4V NEWS 2026

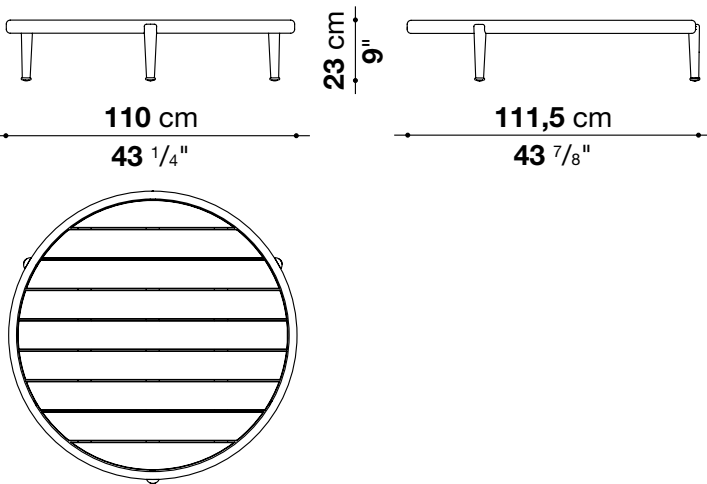


Small tables
teakwood top

ER8TR

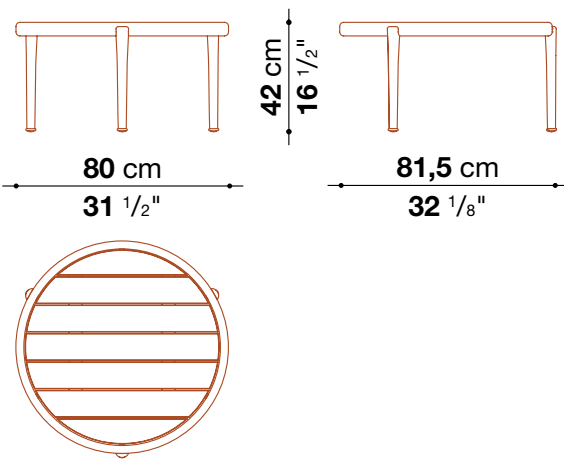


ER11TR

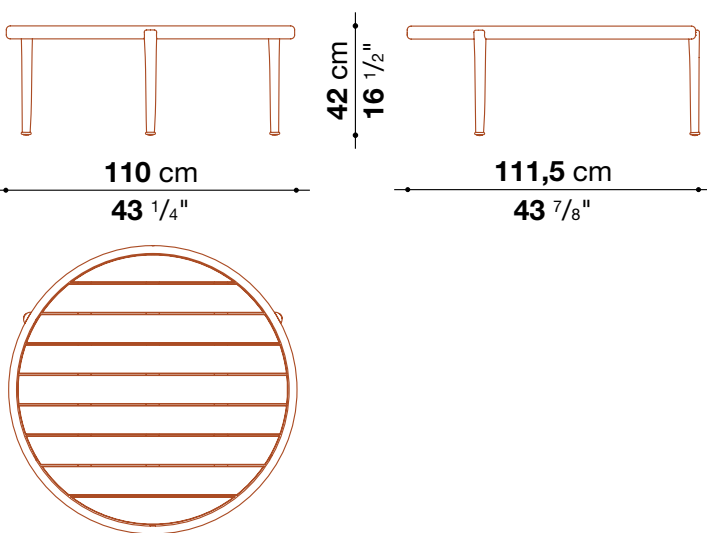


new height

ER8TR_4 NEWS 2026

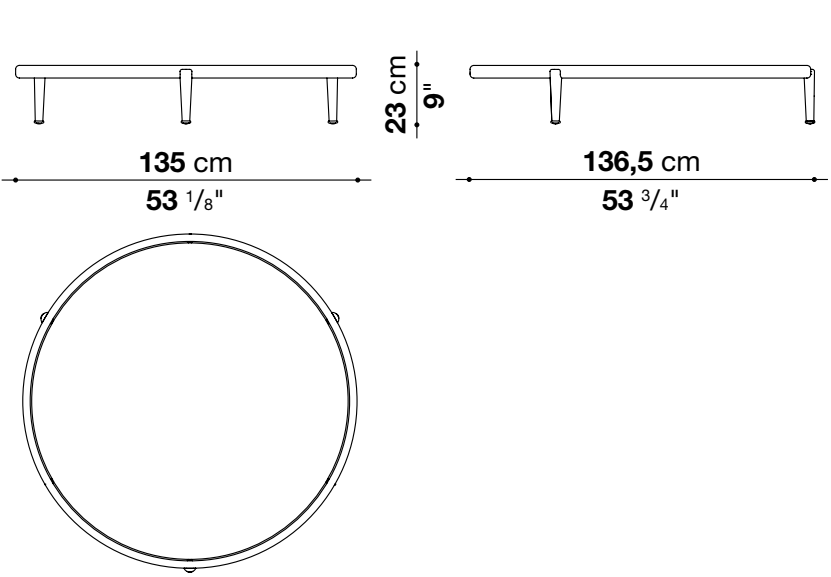


ER11TR_4 NEWS 2026



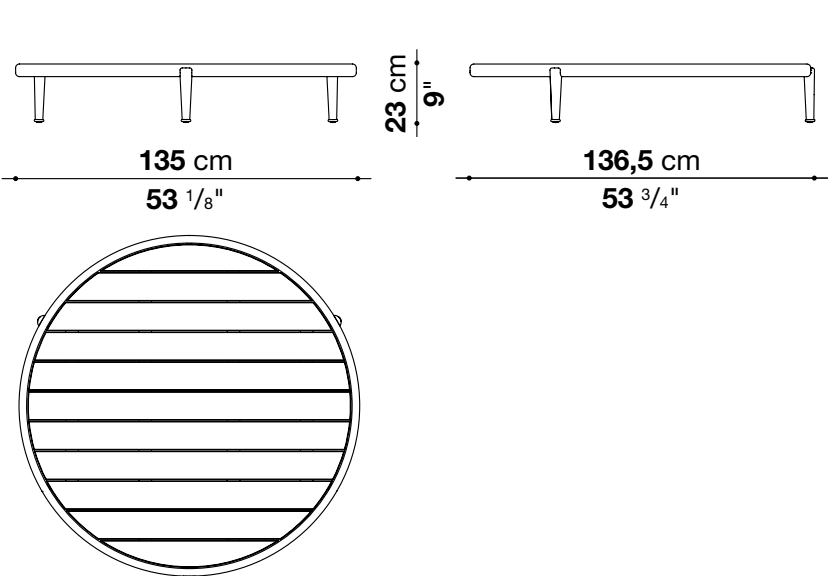
Low table
glass top

ER13TR_V



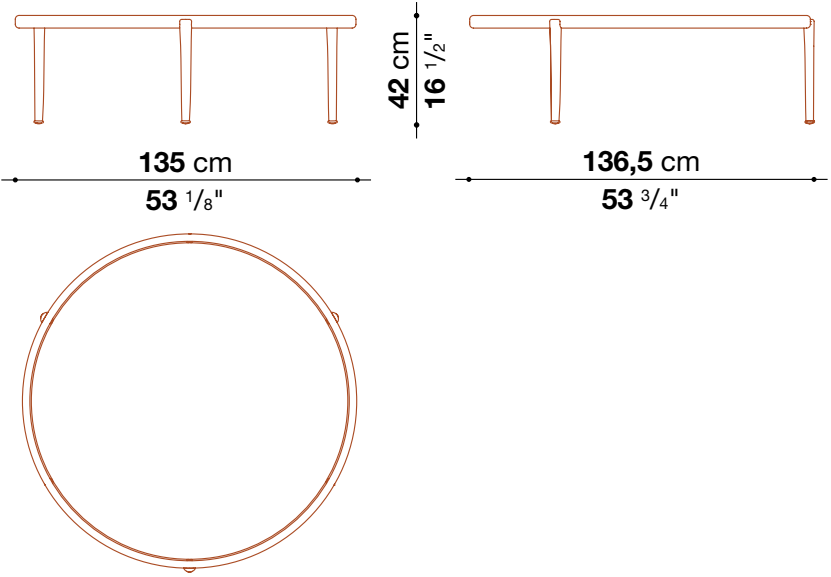
Low table
teakwood top

ER13TR



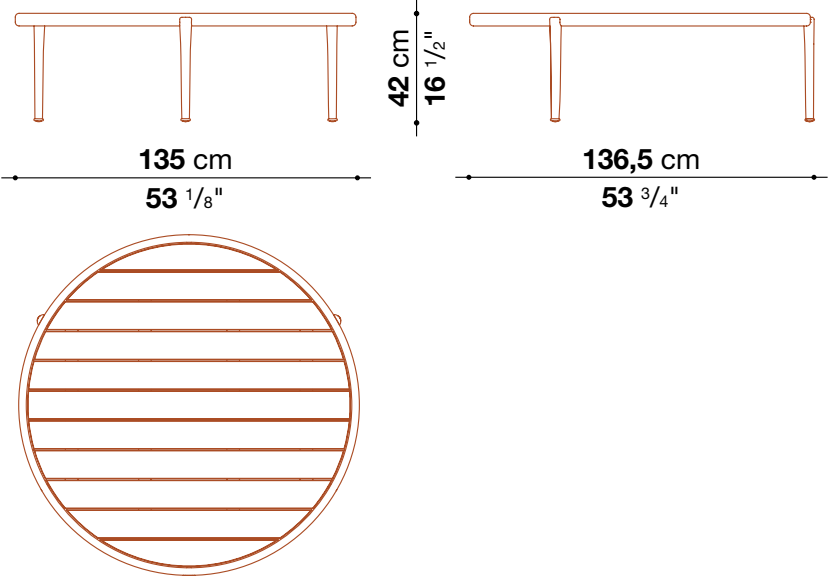
new height

ER13TR_4V NEWS 2026



new height

ER13TR_4 NEWS 2026



Range extensions

New colour samples

Sirena

Sirena



NEWS 2026
2915450
mustard

NEWS 2026
2915458 (*)
mustard
melange

Composition: 86% Polypropylene - 14% Acrylic
Fabric resistance to fire: TB 117-2013

(*) Fabrics available in the UK market BS 5852-0&1
(code 2920 + last 3 digits of the corresponding fabric)



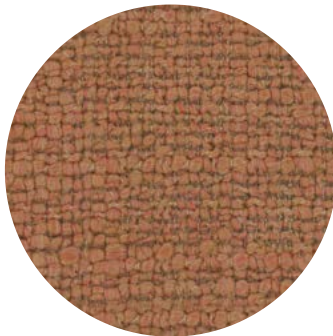
2915100 (*)
white



2915200
beige



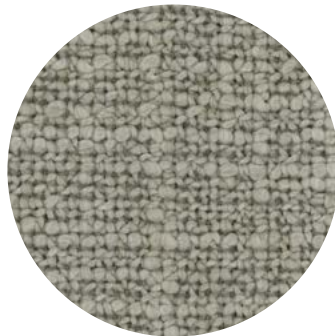
2915371
hazel



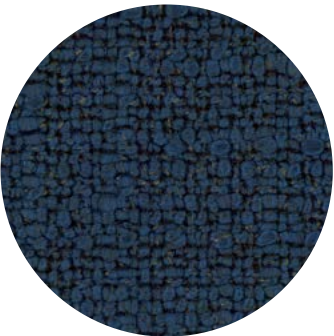
2915794
rosé



2915400
green



2915251
grey



2915800
blue



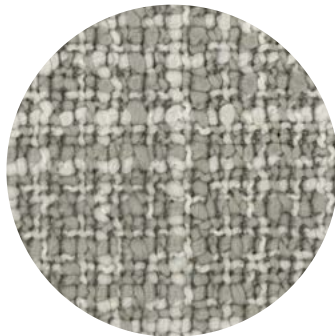
2915373 (*)
hazel
melange



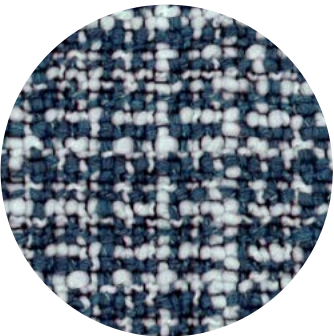
2915795 (*)
rosé
melange



2915428 (*)
green
melange



2915158 (*)
grey
melange



2915858 (*)
blue
melange

design
Antonio Citterio

Frame and interlacing matching

Elia

Frame and interlacing



0625G
anthracite
interlacing \
anthracite
frame



0828T
dove grey
interlacing \
dove grey
frame



0424B
hay green
interlacing \
olive bronze
frame



0269V
beige
interlacing \
aquamarine
green frame



0256B
beige
interlacing \
cream white
frame

Erica chair ER61_I



0688A
anthracite
interlacing \
anthracite
frame



0813T
dove grey
interlacing \
dove grey
frame



0472V
hay green
interlacing \
olive bronze
frame



0299A
beige
interlacing \
aquamarine
green frame



0262P
beige
interlacing \
cream white
frame

Profile colours



0041E
white cream



0082N
natural



0054G
dark grey



0095B
blue



0085A
aquamarine
colour



0075R
red



0068M
brick

B&B Italia Indoor

Range extensions

Cocùin

design
Antonio Citterio

Modular elements

Linear central element
Curved central element
Ottoman

Brackets

Cushions

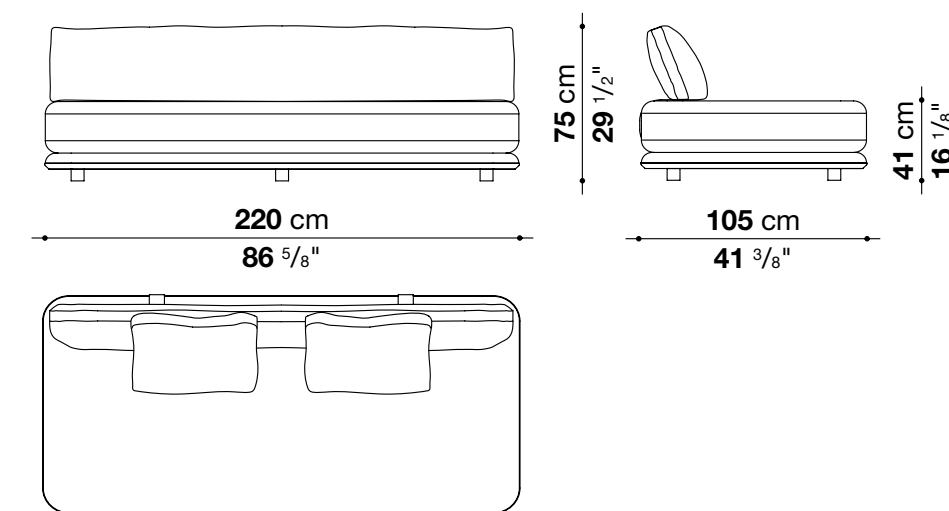


INDOOR RANGE EXTENSIONS

Modular elements

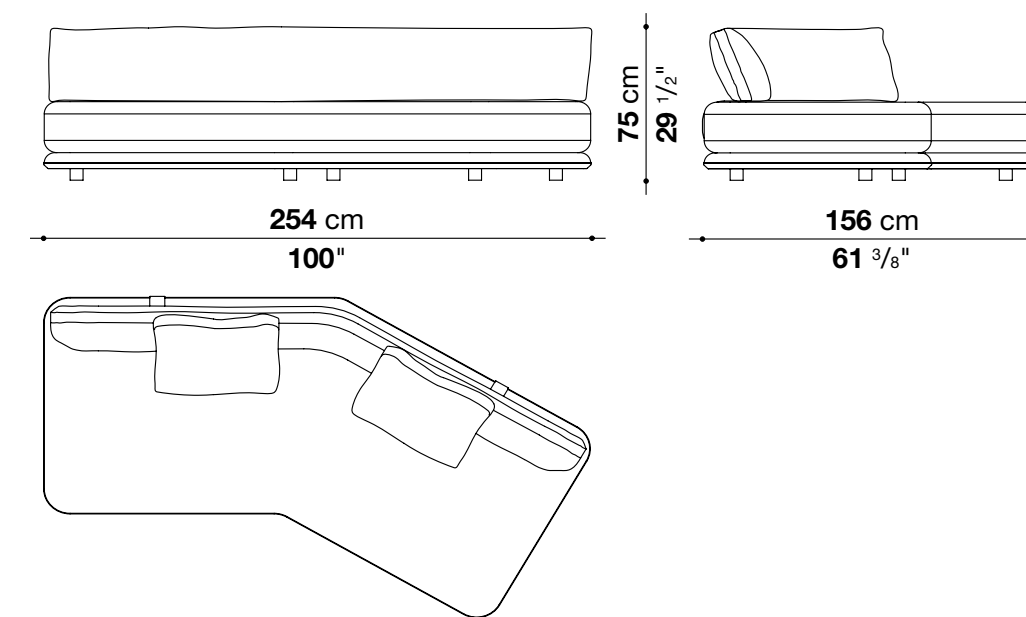
Linear central element

CO220C



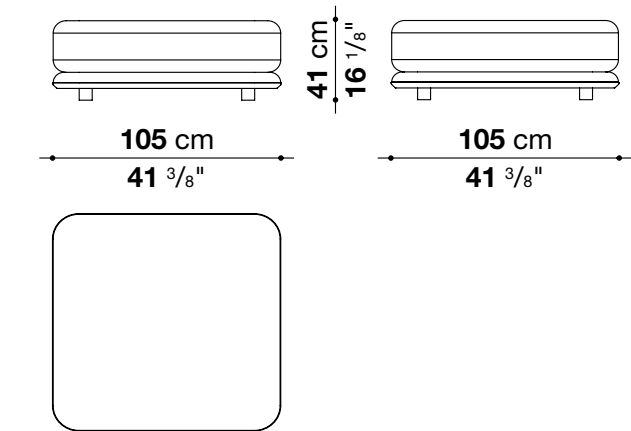
Curved central element

CO254C

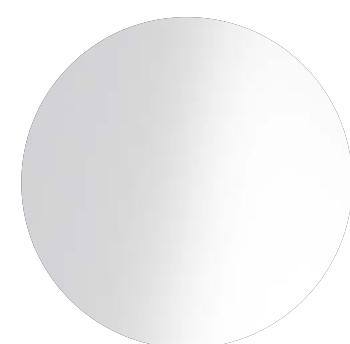


Ottoman

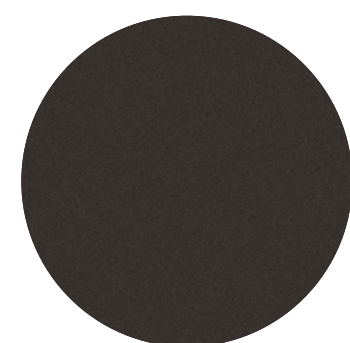
CO105PQ



Metal brackets



0189A
bright brushed



0170M
chrome black
painted

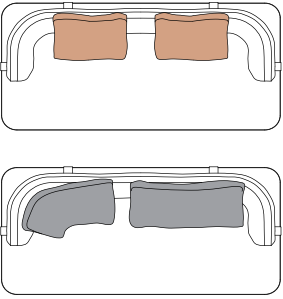


Cushions

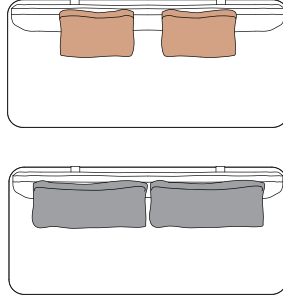
**CO60C**
60x60 cm

**CO90C**
90x60 cm

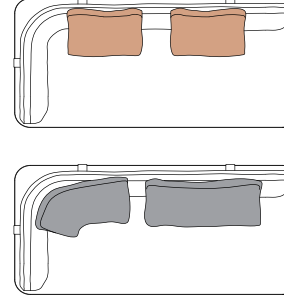
CO220



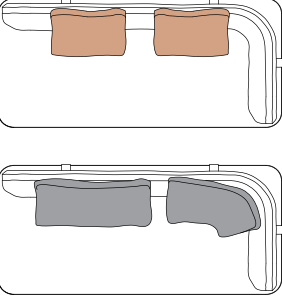
NEWS 2026
CO220C



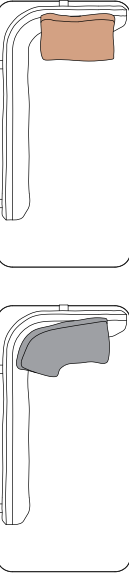
CO220TS_1



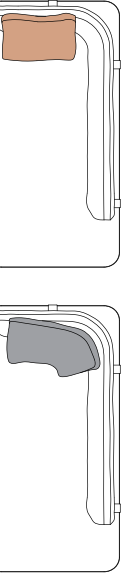
CO220TD_1



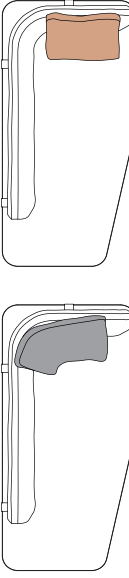
CO220LS_1



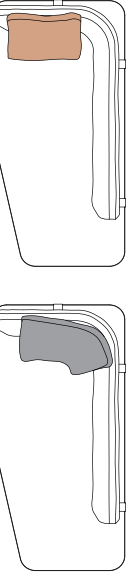
CO220LD_1



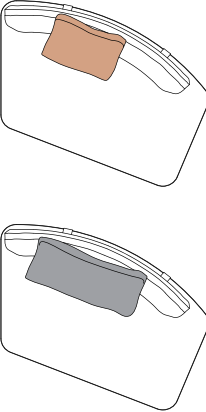
CO220LS_2



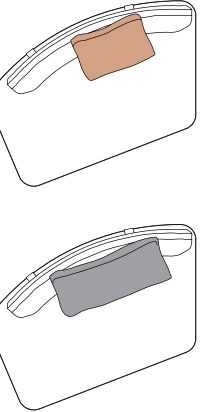
CO220LD_2



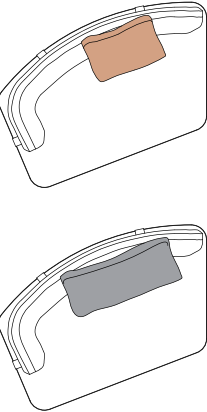
CO164TPS



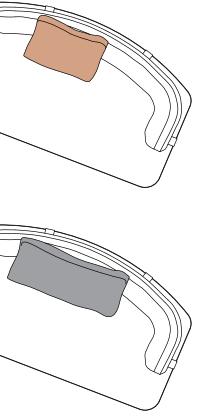
CO164TPD



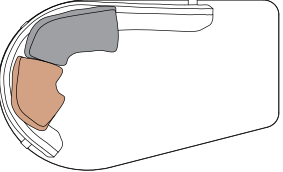
CO164TS



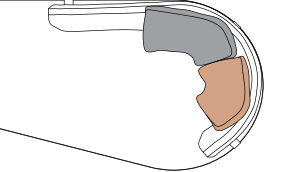
CO164TD



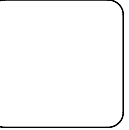
CO220TS_2



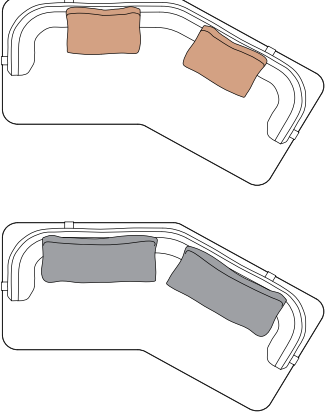
CO220TD_2



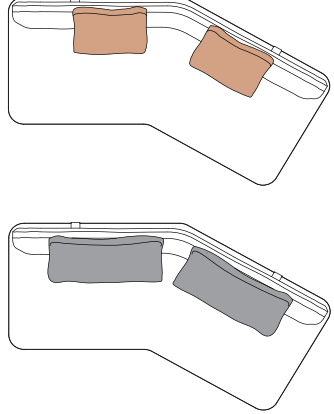
NEWS 2026
CO105PQ



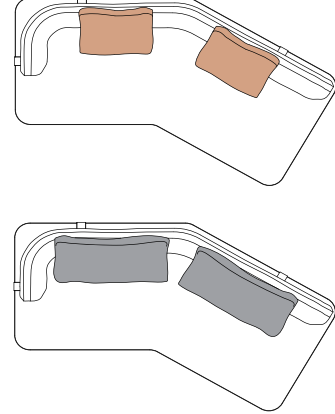
CO254



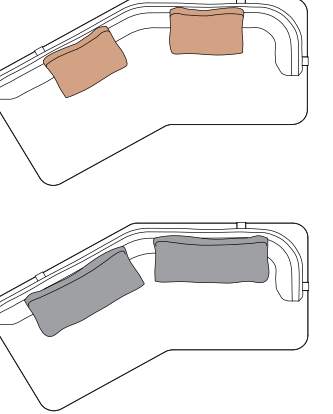
NEWS 2026
CO254C



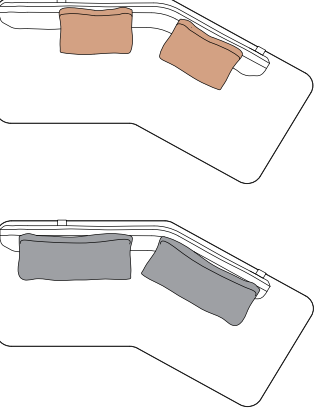
CO254TS



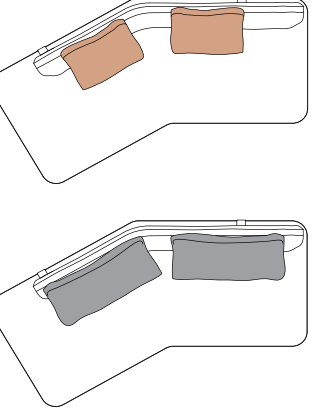
CO254TD



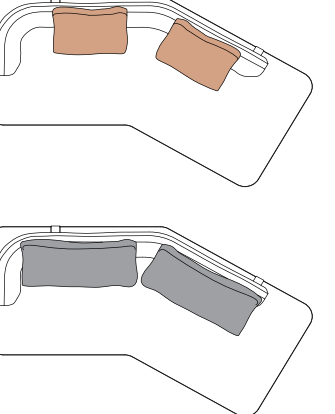
CO254TPS



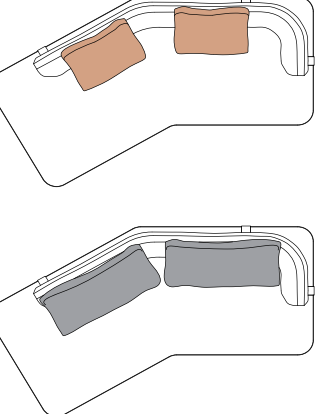
CO254TPD



CO254S



CO254D



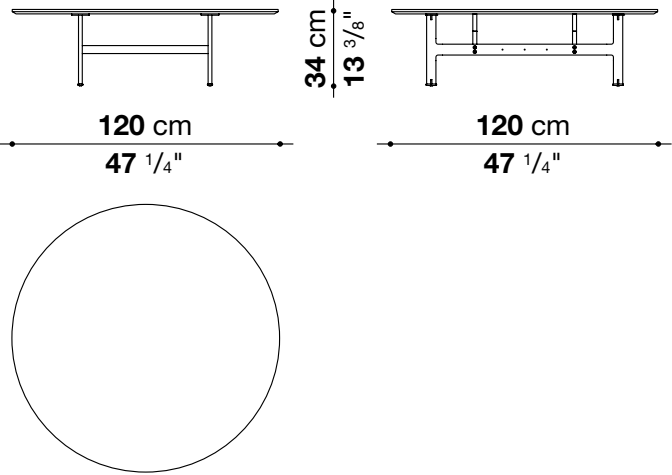
design
Antonio Citterio

Round small table

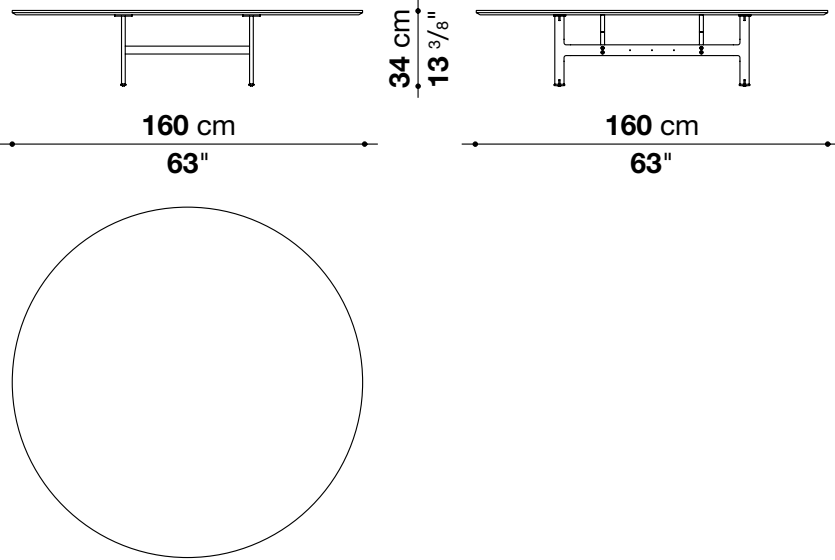


Diesis

TDS120R

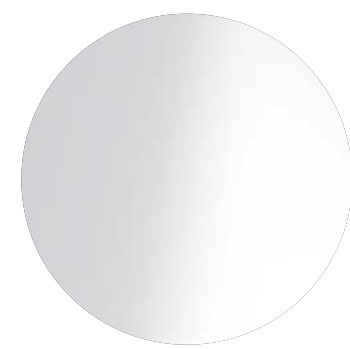


TDS160R

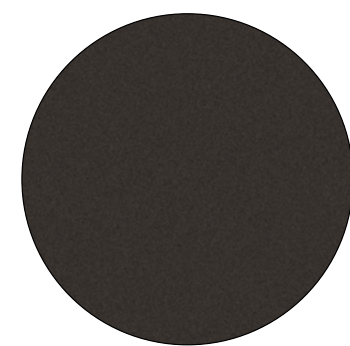


Finishes

Frame

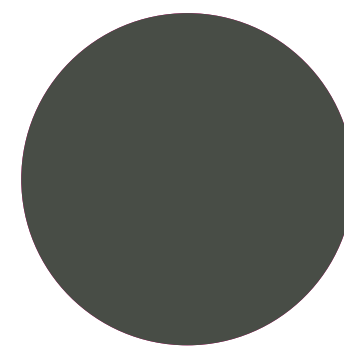


0189A
bright brushed



0170M
painted black
chrome

Glass top



0124R
painted bronzed
reflective glass

Marble top



0900M
natural
Carrara
white marble
"Venatino
Statuarietto"



0955M
matt Marquinia
black marble

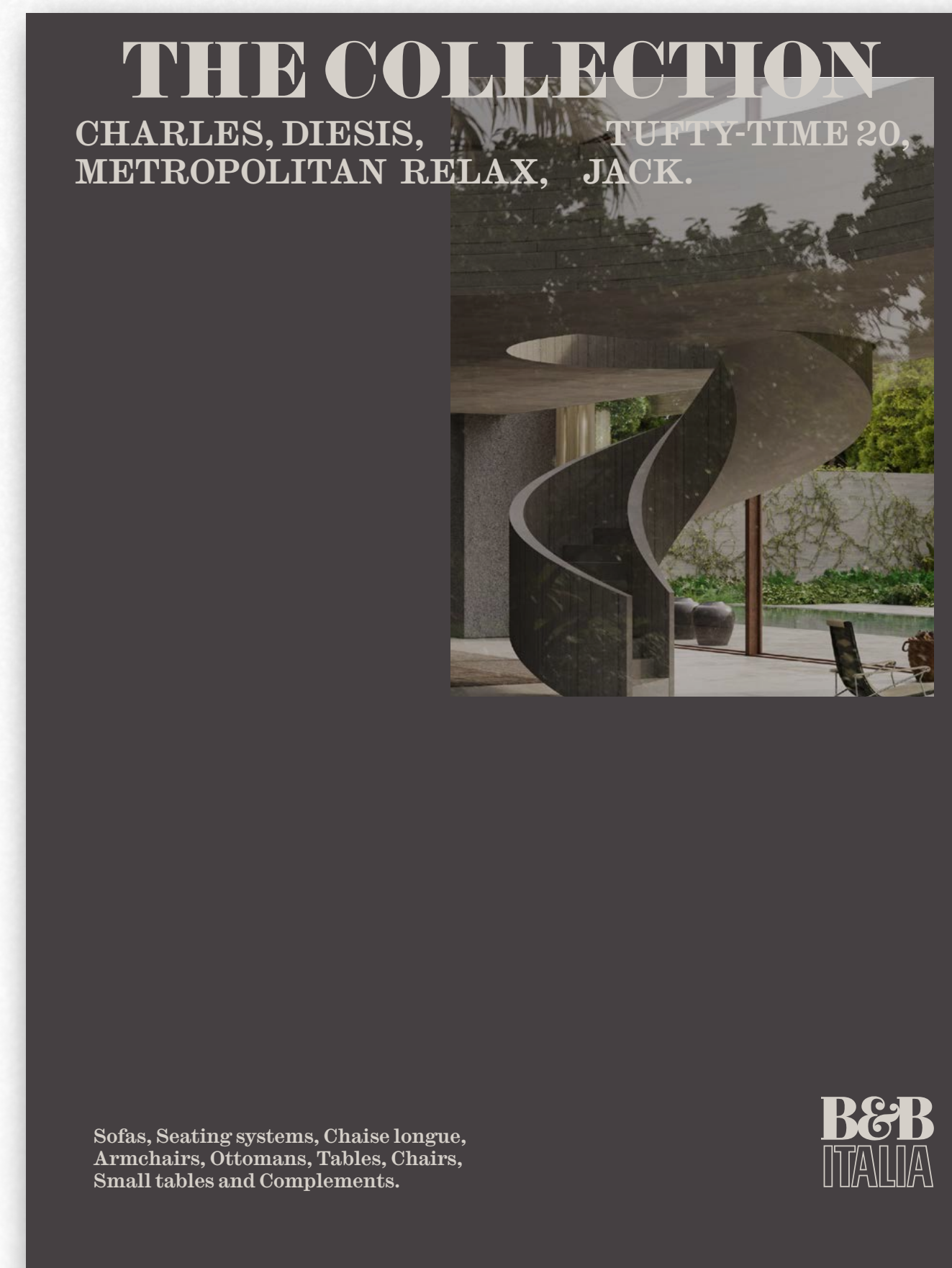


0940S
glossy Sahara
noir marble

New catalogue

THE COLLECTION

CHARLES, DIESIS, TUFTY-TIME 20,
METROPOLITAN RELAX, JACK







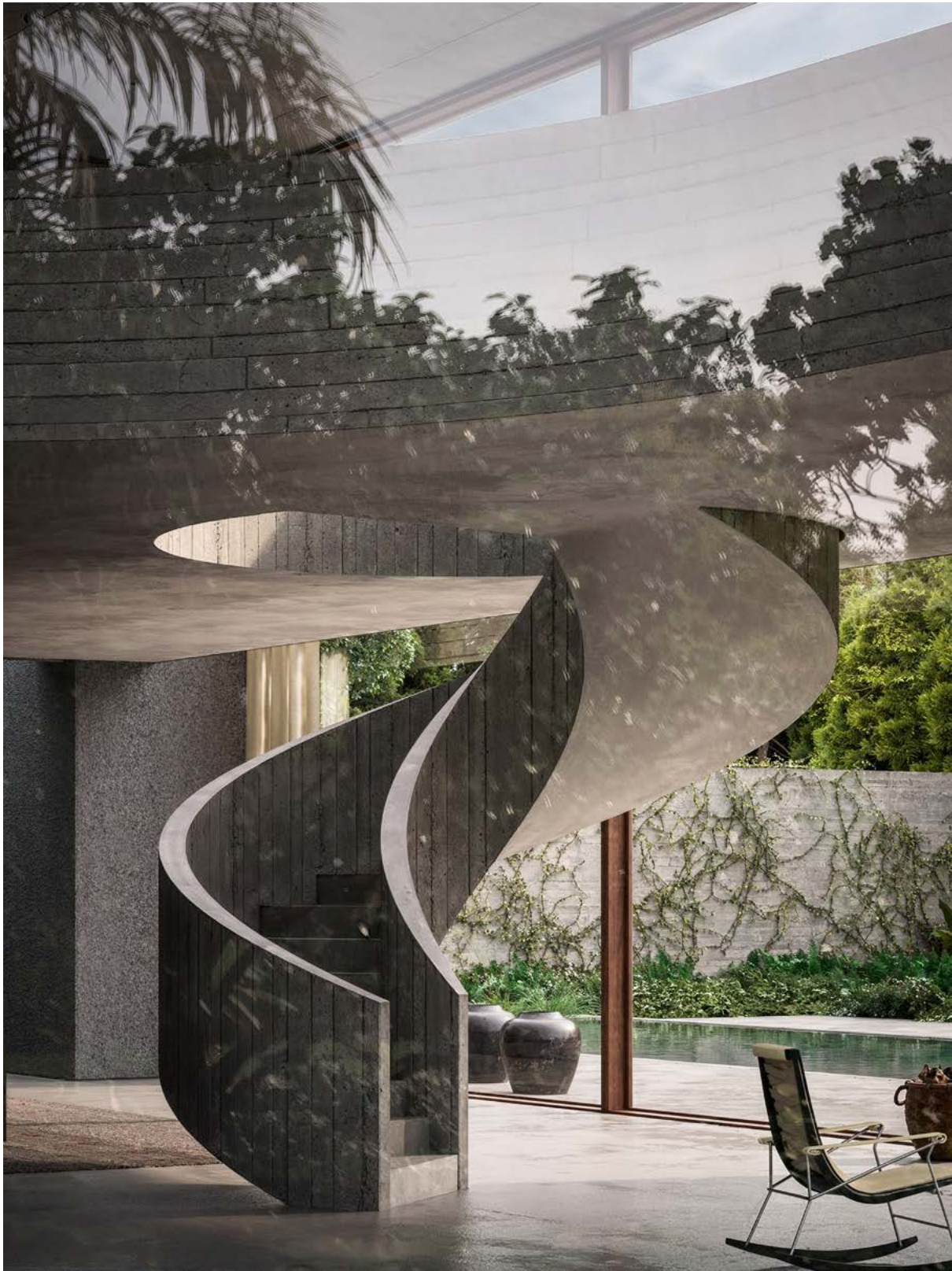












A decorative background featuring stylized, light-colored leaf and branch motifs scattered across a dark olive green textured surface.

Marketing and Communication



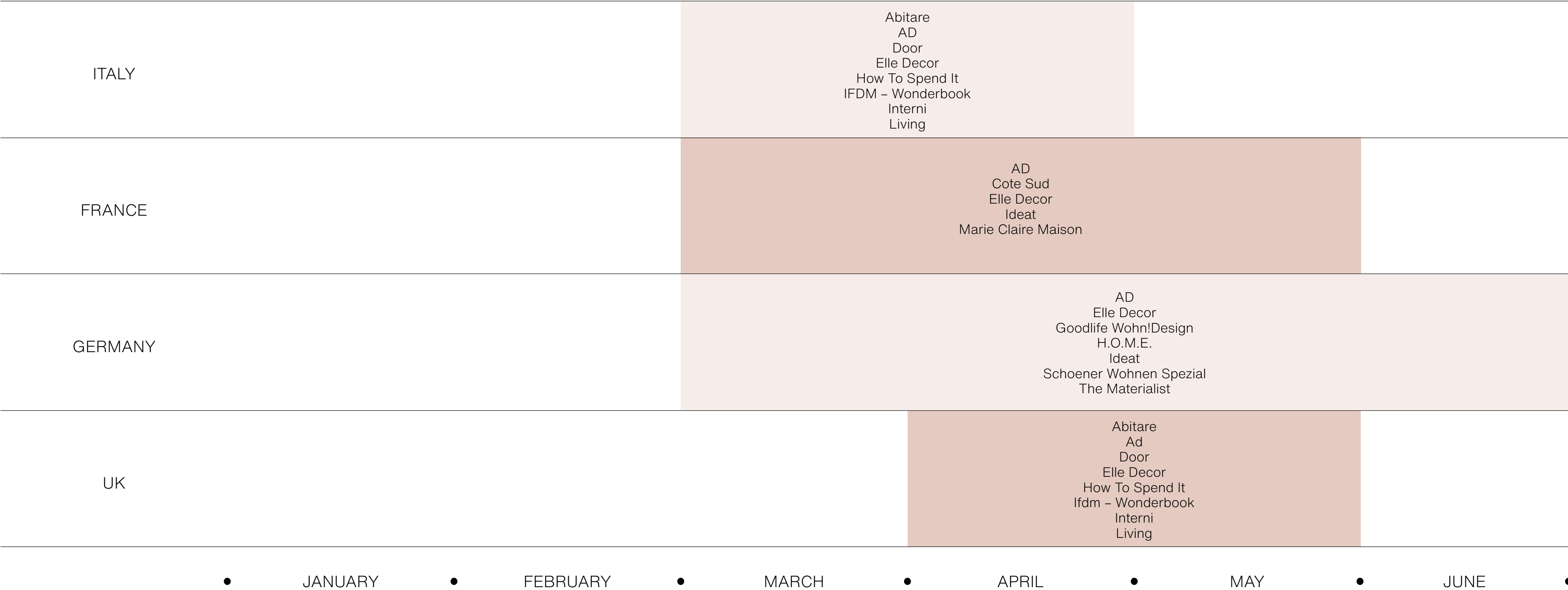
Media & Communication Activities Overview

Media & Communication Activities Overview

MEDIA PLAN	GUIDELINES CO-ADV	PRESS REVIEW	INTERNAL NEWSLETTER
Sales Team	Sales Team	Sales Team	All colleagues
Media calendar shared at the beginning of the year	Guidelines for Co-adv shared at the beginnng of the year and uploaded in Dealers Area (Marketing & Communications/ Advertising & Images Guidelines)	Periodical sharing of best editorials and upload in Dealers Area (Marketing & Communications/ Best of Editorials)	Launch of an Internal Newsletter with the most relevant marketing & communication activities
ON GOING			2026

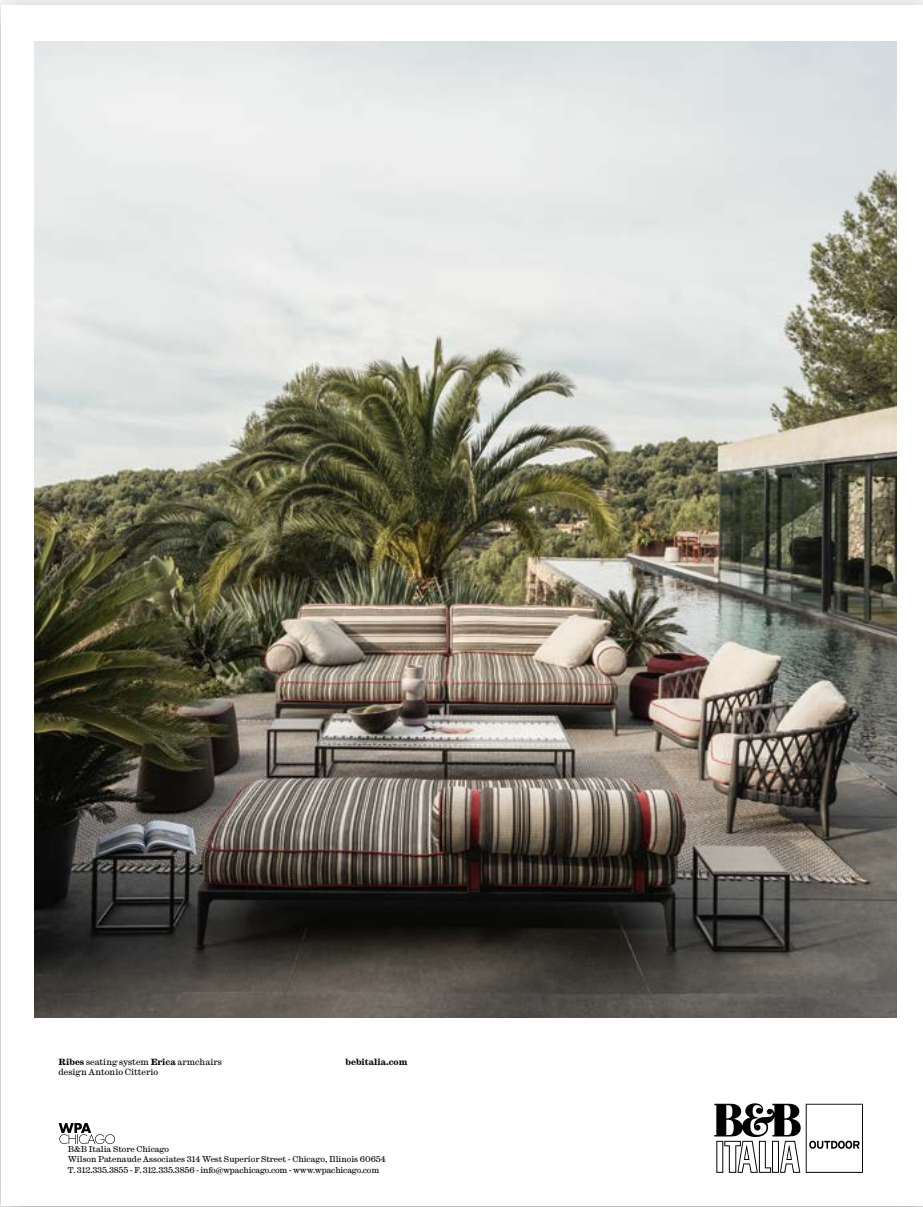
Outdoor Media Plan 2025 | Print campaign

+56% vs LY



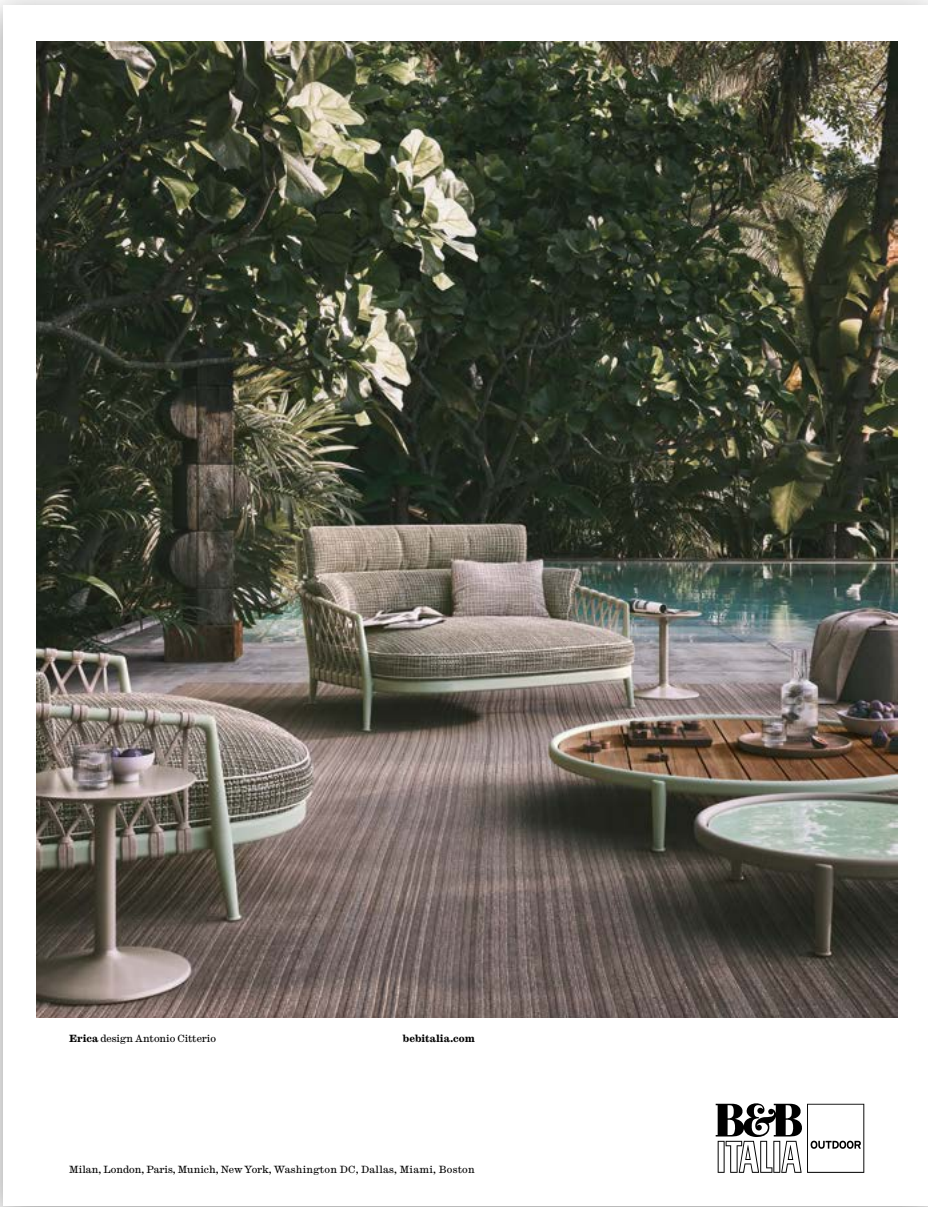
Outdoor Advertising subjects 2025 | Print campaign

Ribes and Erica by Antonio Citterio / 2019
Ph. Salva Lopez



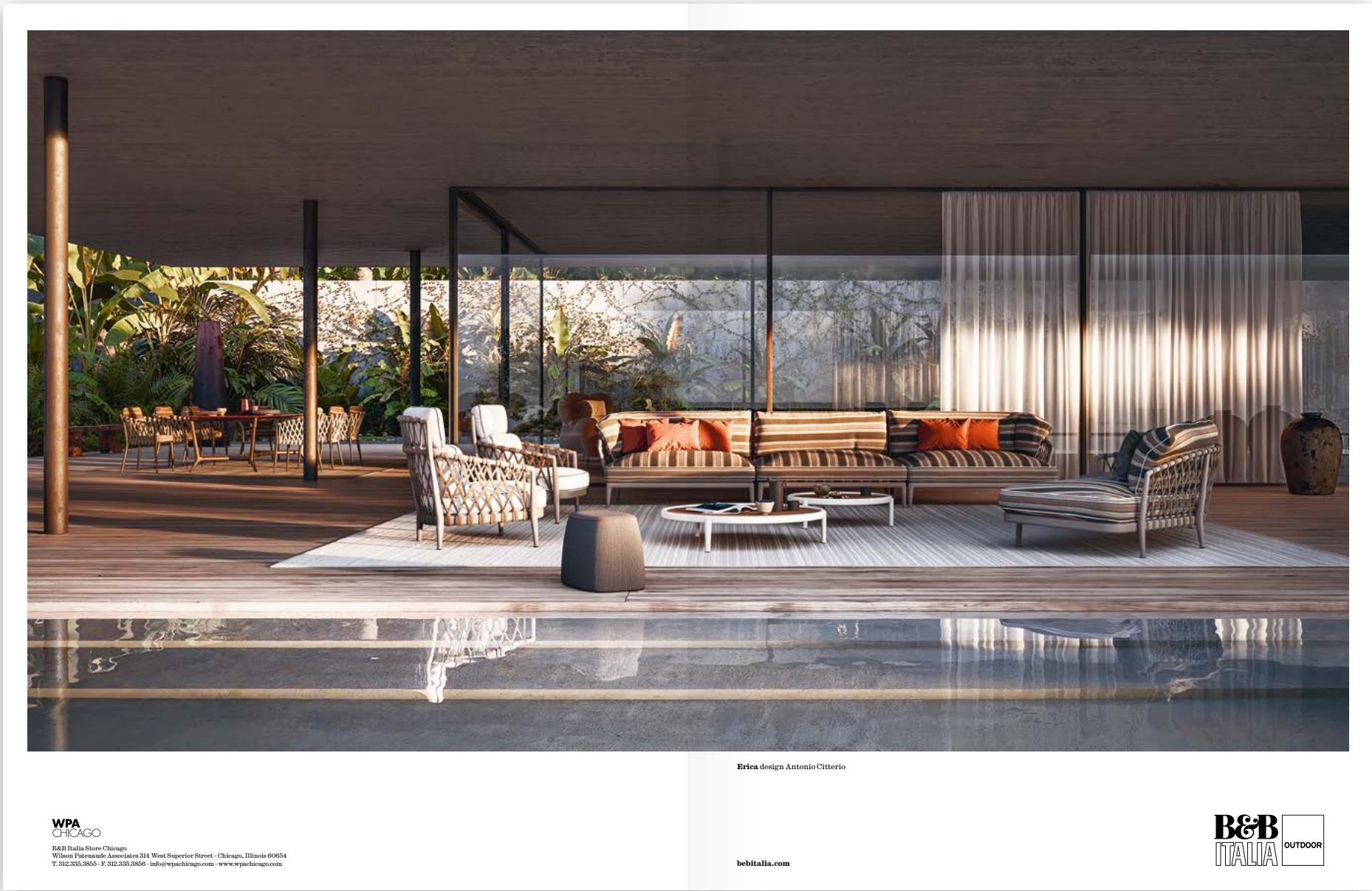
Co-adv print campaign
single page (left or right hand)

Erica by Antonio Citterio / 2025
AD: DesignWork
Ph. Federico Cedrone



Adv & co-adv print campaign
single page (left or right hand)

Erica by Antonio Citterio / 2025
AD: DesignWork
Ph. Federico Cedrone



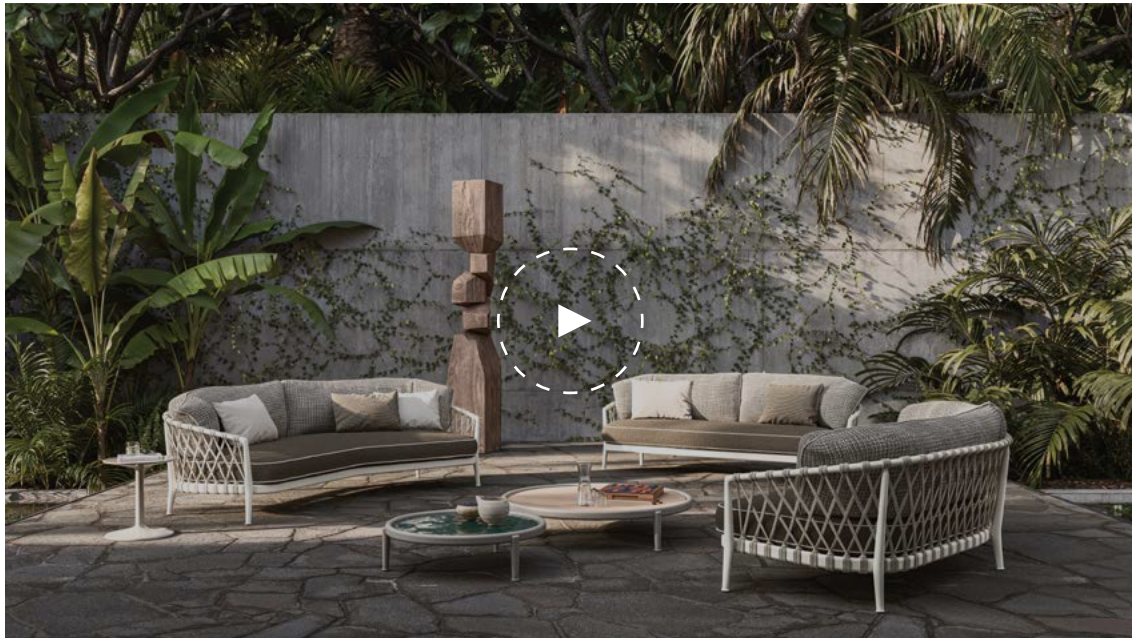
Co-adv print campaign
double page

Outdoor Social Media & Website 2025/2026 1/2

Advertising Campaign



New Erica CGI video on YouTube
From 2026



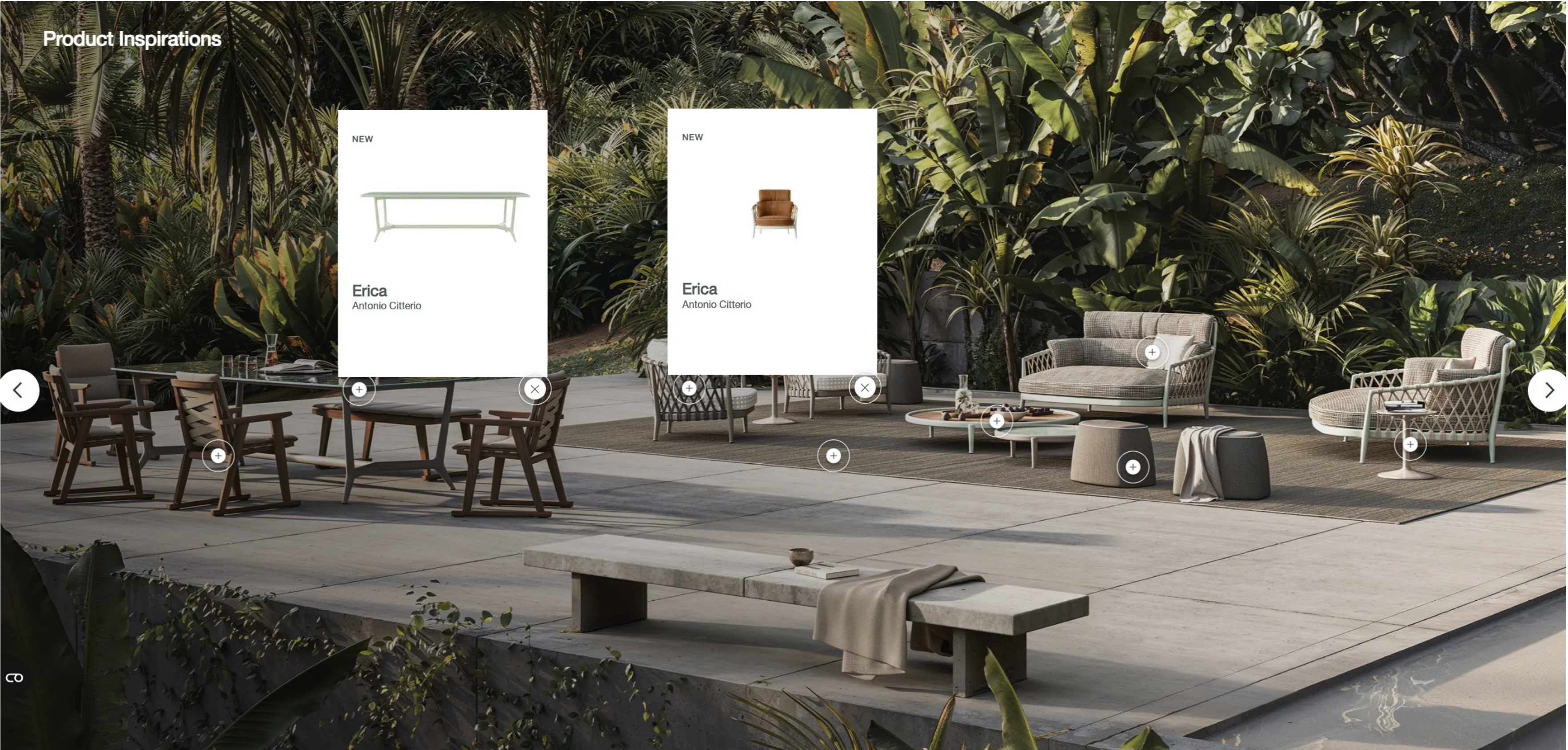
New Erica video on YouTube & Website
From April to October

Instagram Editorial Campaign



March 21st - June 27th
Content: 6 lines – 17 still life & lifestyle images + 1 outdoor video

Outdoor Social Media & Website 2025 2/2



Coverage on the homepage from May to end of September

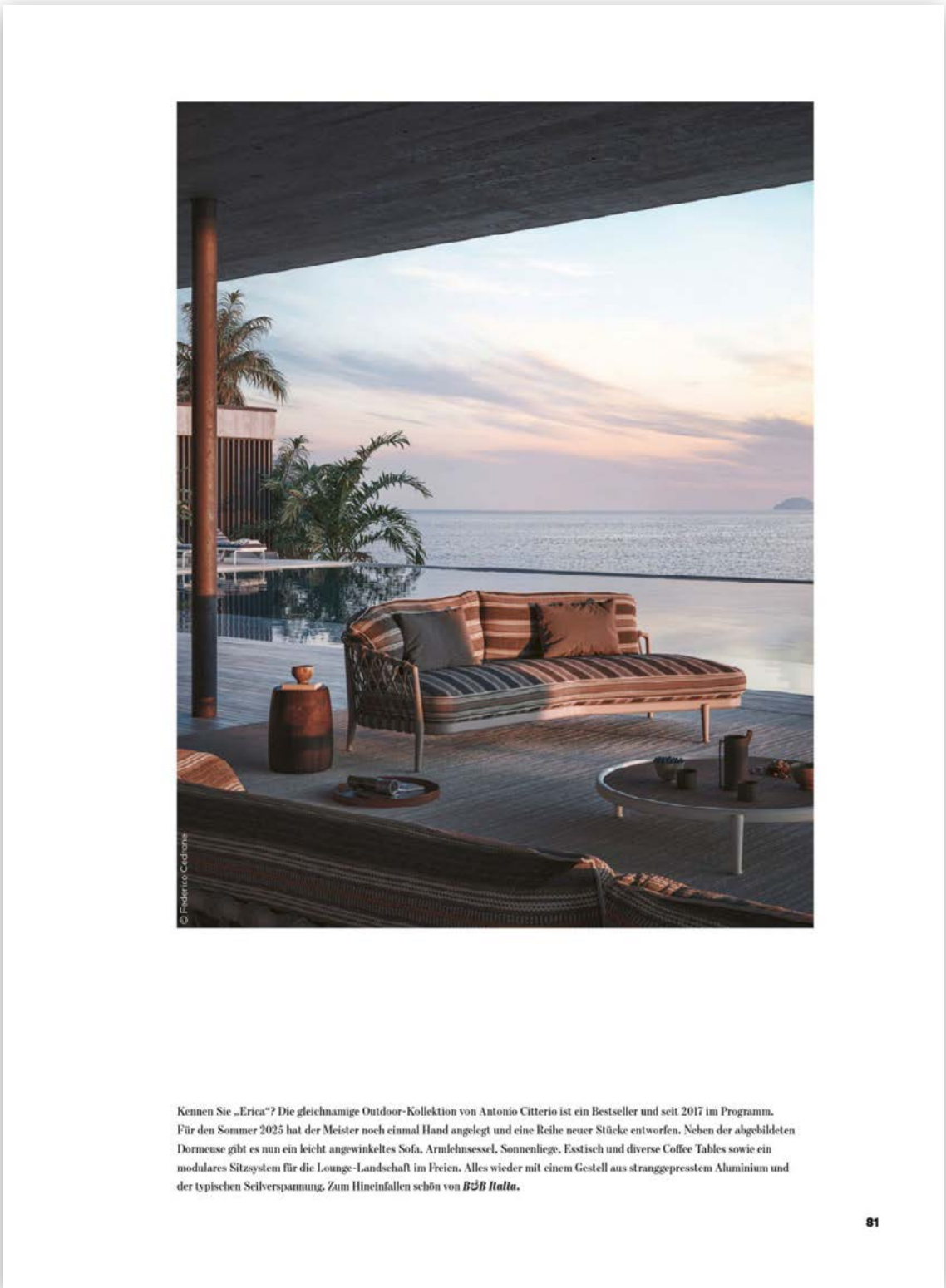
Outdoor Press Review | Best Features | 2025 1/3



Materialist, Germany
March 2025



Living Etc., UK
May 2025



The Good Life, WohnDesign!, Germany
April 2025

Outdoor Press Review | Best Features | 2025 2/3



Interni, Italy
September 2025



Door, Italy
June 2025



F L'Art de Vivre, France
June 2025

Outdoor Press Review | Best Features | 2025 3/3

Total Outdoor editorials (Jan/Sep 2025): **220 (+6% compared to 2024)**



Living Corriere della Sera, Italy
July 2025



Product updates

New Fabrics 2026



Sirena
2915450
mustard



Sirena
2915458
mustard melange

Agents/Sales teams/DOS included **W 43 2025**
To whole distribution starting from **W 08 2026**

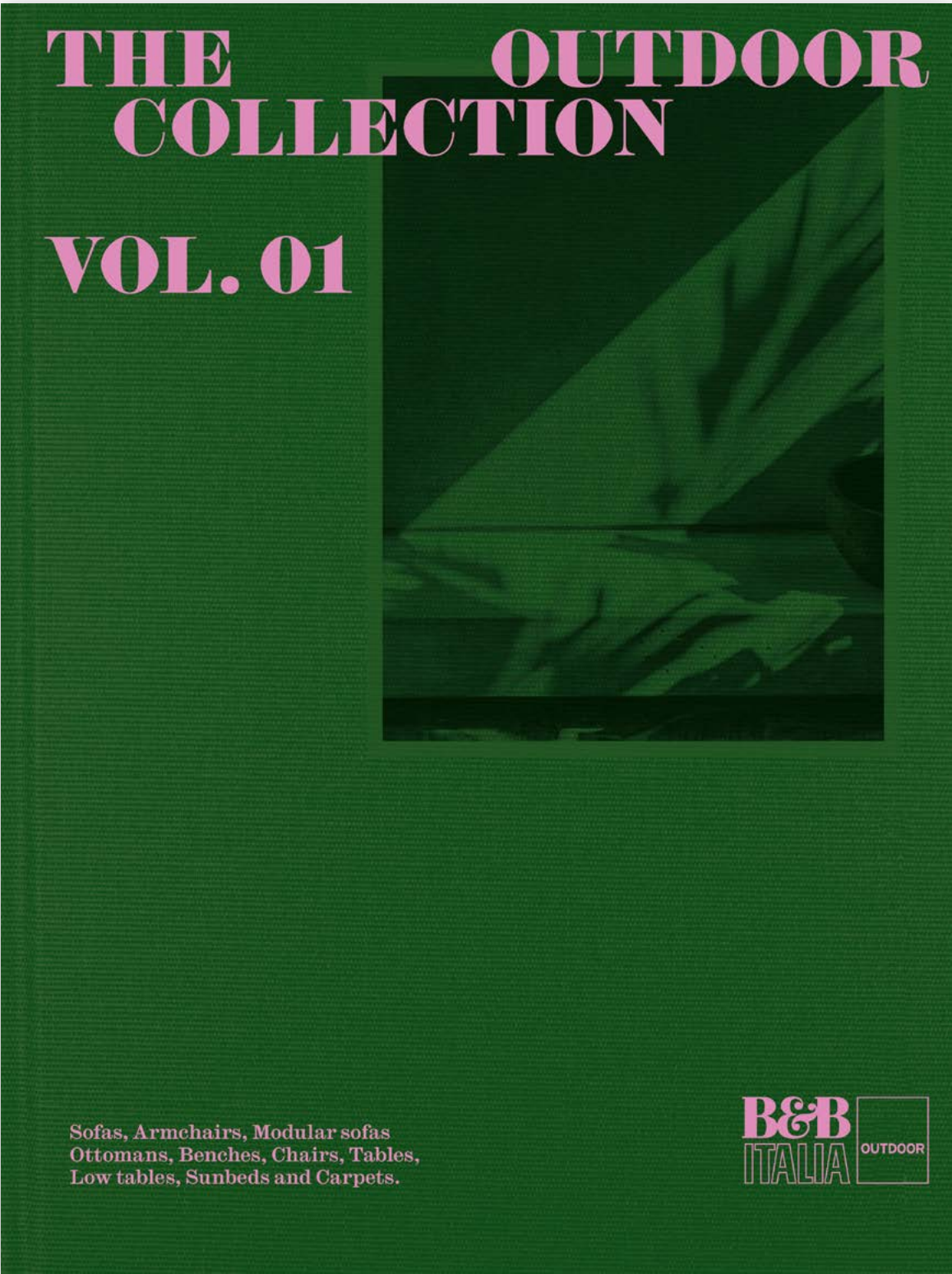
New B&B Italia Outdoor trolley



First tier of 50 trolleys (DOS + Monobrand)
To be released by end of H1 2026

Trade Marketing material

New General B&B Italia Outdoor 2026 Catalogue
To be unveiled on April 2026



Nonaro Family Cross-brand Extension
Nonaro family has been recodified and now is part of the B&B Italia Outdoor Collection as well.

Pdf pricelist: **Oct, 22nd**
Available on the website: **from week 43**
Digital pricelist: **Mid November**
Configurator: **within YE 2025**



Lead times

News 2026

Tufty-Time 20 Outdoor
From mid of February 2026

Erica
HIGH BACKREST SOFAS
From mid of April 2026
MODULAR SOFAS
From end of May 2026

SMALL AND LOW TABLES
From mid of May 2026

Webinar

In english for EMEA, USA, LATAM and REST OF APAC
Monday, November 3rd
Invitation will be sent within this week.

In Italian for Italy
Monday, November 3rd
Invitation will be sent within this week.

With subtitles for APAC
There will be a session within the month of November organized by local team.

Webinars will be uploaded in Dealers Area on
November 4th

Presentation and price list

Presentation and price list for Agents and Dealers (EMEA)
will be uploaded in Agents Dealers Area today late afternoon.

Presentation and price list for Agents and Dealers (APAC/USA)
will be uploaded in Dealers Area after webinar

Still life products
On the website within the month of November

2D/3D
On the website within the month of December

Thank you

